APRIL 24, 1950

BROADCASTING TELECASTING

PUBLIC LIBRARY
DETROIT

TECHNOLOGY DEPT.

SOON **WLEE** *in Richmond goes to* **5000** WATTS

WLEE is now famous for fast, profitable results with 250 watts. With 5000 watts it will be sensational! Thousands upon thousands of new listeners mean *more* results from every advertising dollar you spend on WLEE. For the whole story of the best buy in Richmond, call in your Forjoe man today.

TOM TINSLEY, *President* • IRVIN G. ABELOFF, *General Manager* • FORJOE & CO.,

The Newsweekly of Radio and Television.

World's Largest Square Dance

covers 25 states and Canada

During a recent broadcast of its National Barn Dance, WLS suggested to listeners that they join us in a square dance, wherever they were. At 10:30 p.m. that Saturday night, our John Dolce called the dance, with music broadcast by the National Barn Dance entertainers.

Without any inducement, square dancers in 25 state and 5 Canadian provinces wrote WLS to tell us the joined with us in the "World's Largest Square Dance"—in their homes, in their clubrooms, wherever they were having parties. Illinois—Oregon—New Hampshire—Arkansas—Saskatchewan—Maine—Florida—letters came from everywhere.

Once again the popularity of WLS programming is demonstrated—as is the power of WLS to bring response. For more information about this 50,000-watt station, with its loyal, friendly audience of substantial family folks, see your John Blair man or call WLS.

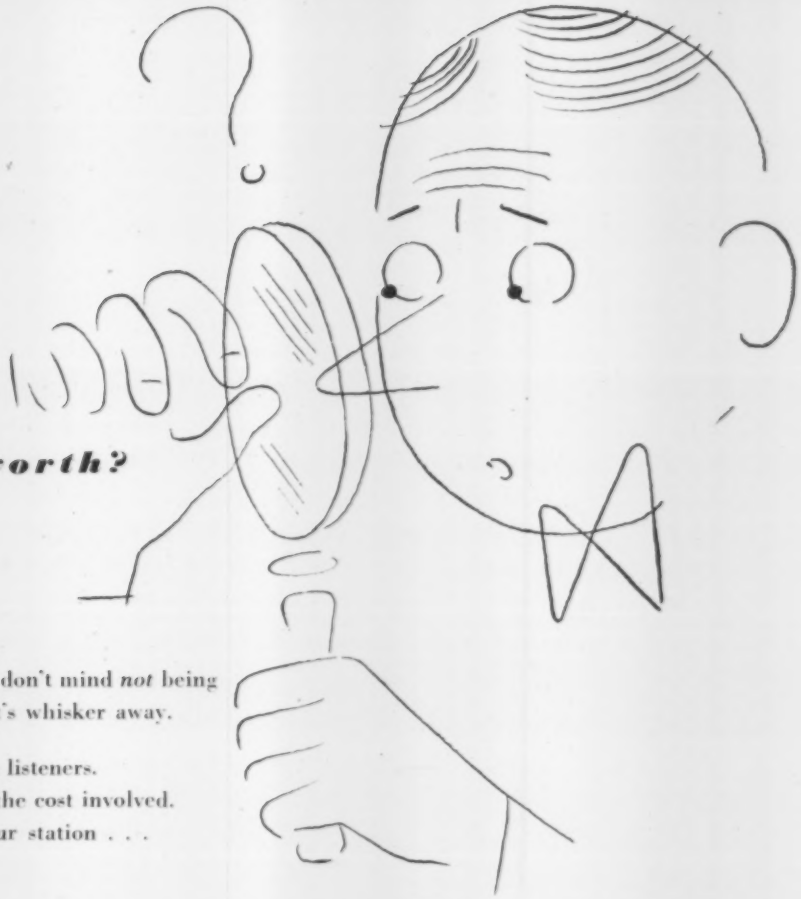
lf-way

on as we celebrate 26 years
e people of Midwest America

WLS The PRAIRIE FARMER STATION

of the NATIONAL Barn Dance CHICAGO 7

50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY



what's a gnat's whisker worth?

When you're running with champions, you don't mind *not* being first. Particularly when you're just a gnat's whisker away.

WBBW is *not* Youngstown's first station in listeners.
CBS station is. And well it should be for the cost involved.
Then you look at the record and find your station . . .

- **delivers a thousand listeners at 16.9% less than the CBS station and 19.9% less than the ABC station***
- **ranks 6th in the mornings, 3rd in the afternoons, 6th at night of all independents anywhere†**
- **has exclusive rights for the Cleveland Indian games (and the big season just ahead)**
- **is acknowledged "the" sports station for a half million listeners**
- **elbowed out most outside-city listening (including 2 NBC, 50 kw); captured most of their previous ratings**

well, modestly, you know you're a gnat's whisker away from being the overall NUMBER ONE Youngstown station

Modesty? We ARE the outstanding buy in Youngstown

So buy **WBBW** *Serving Ohio's Third Largest Market*

1240 KC MAHONING VALLEY BROADCASTING CORP.

The lowest cost per thousand in Youngstown. We—or Forjoe—can prove it!

* Hooper Station Aud. Index, Oct.-Nov. 1949

† Hooper Station Aud. Indexes—Unaffiliated, Oct.-Nov. 1949

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Closed Circuit

LOOK FOR ANNOUNCEMENT that Clark M. Clifford, who resigned recently as special counsel to President Truman, has been retained by RCA as Washington counsel. He now is engaged in general practice of law.

BIG THINGS promotionally are being talked up at NBC and will come before SPAC committee sessions in New York this Tuesday and Wednesday. NBC, say reports, will take rubber-band off its bankroll in all-out campaign to regain top-slot ratings. Among other things, co-op campaign for local audience promotion under consideration, with network and affiliates splitting bill.

REVISION of NBC's unit-hour plan for computing affiliates' compensation is being considered by network and its SPAC committee. Present system computes two daytime hours as equivalent of one unit or nighttime hour. Increase in daytime listening is basis for consideration of revaluation upward of daytime rates.

ONE OF FIRST acts of William B. Ryan, who May 1 becomes NAB general manager, was to discredit reports of wholesale reorganization at NAB headquarters upon his assumption of office. Mr. Ryan said he entered job with open mind and would do nothing until he has had opportunity to appraise operation fully.

MOVE developing in NAB to publish BMB nonsubscriber data. Backers declare this would solve NAB's temporary financial problem created by $100,000 loan to survey organization.

ONE ADDITIONAL staff appointment is to be made under new NAB organization—that of road man to handle new and renewal memberships. Mr. Ryan himself is expected to undertake job of holding membership line if he can find right man, either within present NAB organization or outside.

OFFSETTING pre-April defections from NAB rolls, 70 in all, will be return of WFAA Dallas, higher-bracket station.

"THAT MAN Atlass again" was quip heard around NAB convention headquarters in connection with reported conversations between CBS and WLW Cincinnati involving possible affiliation (see story page 19). H. Leslie Atlass, CBS Western Division vice president, the stories ran, must have had finger in it, since James D. Shouse, Crosley chairman and Avco executive committee member, broke into big league radio under Atlass aegis.

COMMITTEE of telecasters to try its hand at drawing up TV program code is being recruited through NAB. Number of well-known telecasters were asked to serve on group during NAB convention last week. It's presumed network TV official will head committee.

THAT Justice Dept. investigation of organized baseball's practices on granting broadcast

(Continued on page 94)

Upcoming

April 24-28: Society of Motion Picture and Television Engineers, Drake Hotel, Chicago.
April 26-28: Northern Eastern District, American Institute of Electrical Engineers, Sheraton-Biltmore Hotel, Providence, R. I.
April 29: Catholic Broadcasters Assn., Catholic U., Washington, D. C.
May 4-7: Institute for Education by Radio, Ohio State U., Columbus, Ohio.

(Other Upcomings on page 48)

Bulletins

FRANK R. McNINCH, chairman of FCC from Oct. 1, 1937, to Aug. 31, 1939, died of pneumonia Thursday at Georgetown Hospital, Washington. Ill for some time, Mr. McNinch had entered hospital Wednesday. Since his retirement, Mr. McNinch had served as special assistant of U. S. Attorney General.

'TIP SHEET' PROMOTERS HIT BEFORE SENATE COMMITTEE

CHARGE that "stations all over the country" are being solicited to transmit gambling information by promoting horse race "tip sheet" was leveled Thursday before Senate Commerce communications subcommittee.

Andrew J. Kavanaugh, public safety director, Wilmington, Del., told group probing use of interstate communications for gambling purposes that Armstrong Daily Sports Inc., publisher, is broaching stations to replace conventional wire service with Armstrong ticker and to promote sale of sheet. Upon questioning, he said he "can't recall" identity of stations.

"We will have trouble in radio and television" if gambling forces are not restrained, he told subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.). He said he originated FCC case involving WTUX Wilmington, Del., horse race shows, and asserted that FCC "should control policy of horse race programming."

WTUX case currently is pending before Commission following oral argument and initial decision favoring license removal early this year [BROADCASTING, Feb. 20, Jan. 2]. Hearing Examiner Jack Blume had concluded that WTUX programs were "subverted to that (unlawful) end."

Earlier Mayor Thomas D'Allessandro Jr. of Baltimore, asserted that television, "while still in swaddling clothes," is becoming "useful in a small way" to bookmakers.

FCC Chairman Wayne Coy is expected to testify today (Monday) before Senate subcommittee, spokesmen indicated late Thursday (see early story page 62).

McCLAY NAMED BY WPIX

JOHN L. McCLAY, program manager of WCAU-TV Philadelphia, named director of operations at WPIX (TV) New York, newly created post, effective May 15.

Business Briefly

P. LORILLARD RENEWS ● P. Lorillard Co. (Old Gold Cigarettes) signs 52-week renewal contract for ABC's *Stop The Music* which it has sponsored since May 1948. Renewal to cover 190 stations, effective May 21. Agency: Lennen & Mitchell, New York.

HUMPHREY NAMED ● Executive Board and Children's Record Guild, New York, appoints H. B. Humphrey Co., New York and Boston, to handle advertising. Radio and television will be used.

CBS LEADER IN MARCH RADIO GROSS TIME SALES

CBS was top radio network in gross time sales in March and only nationwide network to gross more that month than in March 1949, Publishers Information Bureau reports. Among TV networks, NBC was first by wide margin.

NETWORK RADIO

	March 1950	March 1949	1st Quarter 1950	1st Quarter 1949
ABC	$ 3,477,451	$ 4,238,845	$10,184,501	$12,132,6
CBS	6,110,831	5,837,746	17,860,893	17,027,6
MBS	1,410,683	1,775,790	4,490,974	5,329,2
NBC	5,847,374	5,847,557	16,785,941	17,003,8
TOTAL	$16,846,339	$17,669,938	$49,322,309	$51,522,8

NETWORK TELEVISION

ABC	$ 347,361	$ 26,352	$ 784,311	$ 51,2
CBS	661,986	190,865	1,827,941	430,8
DuMont	———*	81,352	———*	204,8
NBC	1,177,166	476,800	3,197,562	1,090,8
TOTAL	$2,186,513	$ 775,369	$5,809,814	$1,777,8

* Not available.

STERLING DRUG PURCHASE

STERLING DRUG Co., New York, purchases Harry S. Goodman package production, *Your Gospel Singer*, quarter-hour transcribed show featuring Edward MacHugh. Five-week contract, beginning Aug. 14, calls for five broadcasts weekly in seven Southern markets with sponsor expected to add 116 next spring. Dolcin Co. (drugs), after brief hiatus, resuming sponsorship of *Gospel* show on Don Lee Network twice weekly. Agency for Sterling, Sherman & Marquette, New York. Victor Vander Linde, New York, agency for Dolcin.

BRIEF IN KOY-KTUC SUIT

ATTORNEYS acting on behalf of Salt River Broadcasting Co. (for KTUC Tucson and KOY Phoenix) expected to file supporting brief in Chicago Federal District Court today (Monday) in firm's $223,000 damage suit against CBS [BROADCASTING, March 27]. CBS has five days in which to file reply, then judge will decide whether case should be heard. Salt River suing network for money damages allegedly sustained after affiliation contract cancelled Jan. 1.

ZIV PROMOTES FREEMAN

SIDNEY FREEMAN, on sales staff of Frederic W. Ziv Co., New York, for 10 years promoted to district manager of North Central Div., with headquarters in Cleveland.

KGW *Delivers...* COMPREHENSIVE COVERAGE *of*

This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

...industry and agriculture

Although Newberg has numerous industries, including a pulp and paper mill, canneries, fruit and nut dryers and processing plants, machine shops and foundries, it is important primarily as a trading center for a diversified agriculture. And YOU can tap Newberg's buying power through KGW'S COMPREHENSIVE COVERAGE.

Newberg is in the heart of the highly-developed Willamette Valley, one of the richest, most beautiful agricultural areas in the world. And Newberg is GROWING, too! During the last ten years its population has nearly doubled, helping Oregon as a state go "over the top" in that period with the largest population increase in the nation!

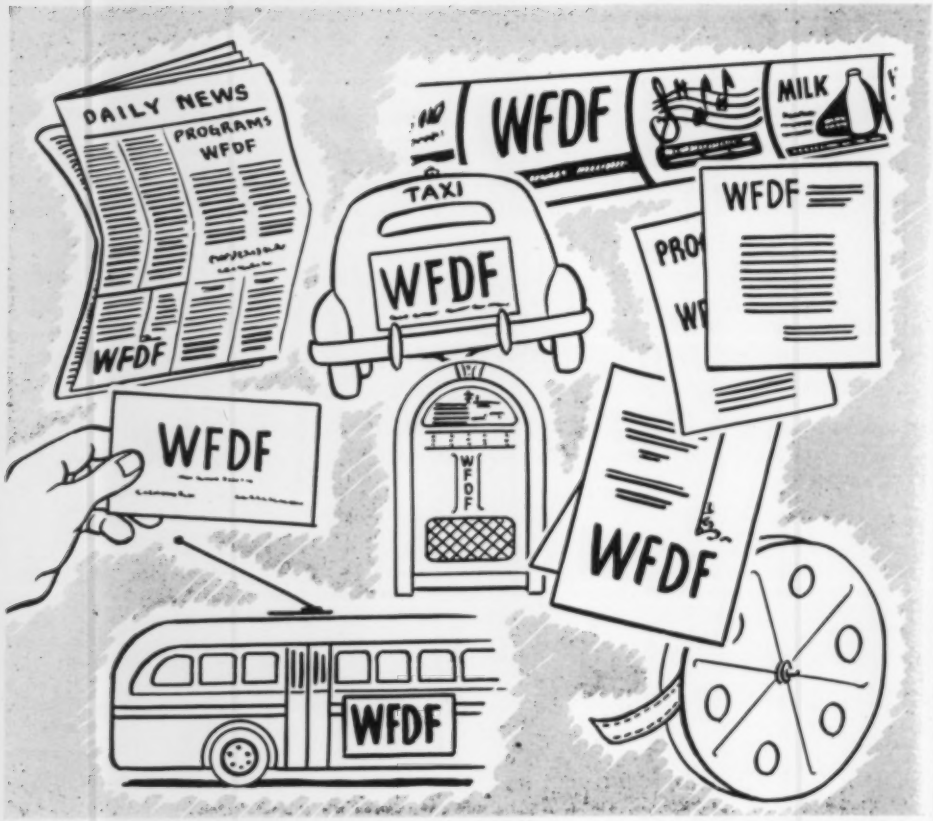
KGW DELIVERS NEWBERG . . . as it delivers the rest of the nation's fastest-growing market through COMPREHENSIVE COVERAGE.

KGW PORTLAND OREGON

620 KILOCYCLES

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.



You have to *PUSH* to *PULL*

and in Flint, WFDF never quits pushin'!

• WFDF does the most comprehensive, intensive merchandising job a radio station *can* do. Our brand of "pushin'" pays off for your clients!

Here are some of our merchandising and promotion activities: Display newspaper ads, movie trailers, taxi posters, bus cards inside all busses, posters on the outside of Valley Coach Line busses, Juke box inserts, courtesy announcements, publicity stories, letters to the trade and personal calls on the trade.

And, compared to its closest local station competitor, Mr. Hooper* shows 6 times as many Flint radio sets are tuned to WFDF in the morning, 3½ times as many in the afternoon and more than twice as many in the evening—*more than 3 to 8 times as many in total rated time periods!*

Remember! WFDF's pushin' to *pull.* And its advertisers are winning the tug of war for the rich Flint market's consumer dollars. Better get on the team!

*Jan.-Feb. Hooper Station Audience Index.

910 Kilocycles **WFDF** **FLINT MICH.**

AMERICAN BROADCASTING COMPANY

REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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IN THIS BROADCASTING . . .

NAB Holds 'Thought' Conclave
Shouse Denies WLW Switch Report
Competitive Winds at Gale Force, Coy
'49 Broadcast Revenues Set at $460 Million
Split Sales Promotion Proposed in NAB Resolution
Lane Outlines Broadcaster's Role in World Affairs
Board Names Ryan General Manager
BAM Incorporates, Plans May 9 Start
Thomas Outlines Progress of Transit Radio
Labor-Management Plans Discussed
FM Operators Stress Profit Theme
Independents Demand More Aggressive Selling
ABC Stations Dept. Split
Hearings Open on FCC Reorganization
Convention Golf Turnout
Steinkraus Cites Radio's Selling Ability
Technical Treat Offered on 'Magical Fifth'
FCC-Industry Roundtable Covers Varied Problems
Heavy Equipment Stirs Interest
Hill Sessions Resume on Gambling Information Ban

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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN [illegible] COSGROVE, *Manager;* Bill Gabriel Jr., Elain[illegible] Haskell, Grace Motta, Lillian Oliver, Al Rile[illegible] Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jam[illegible] Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glick[illegible]man, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin 0711;* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1[illegible] and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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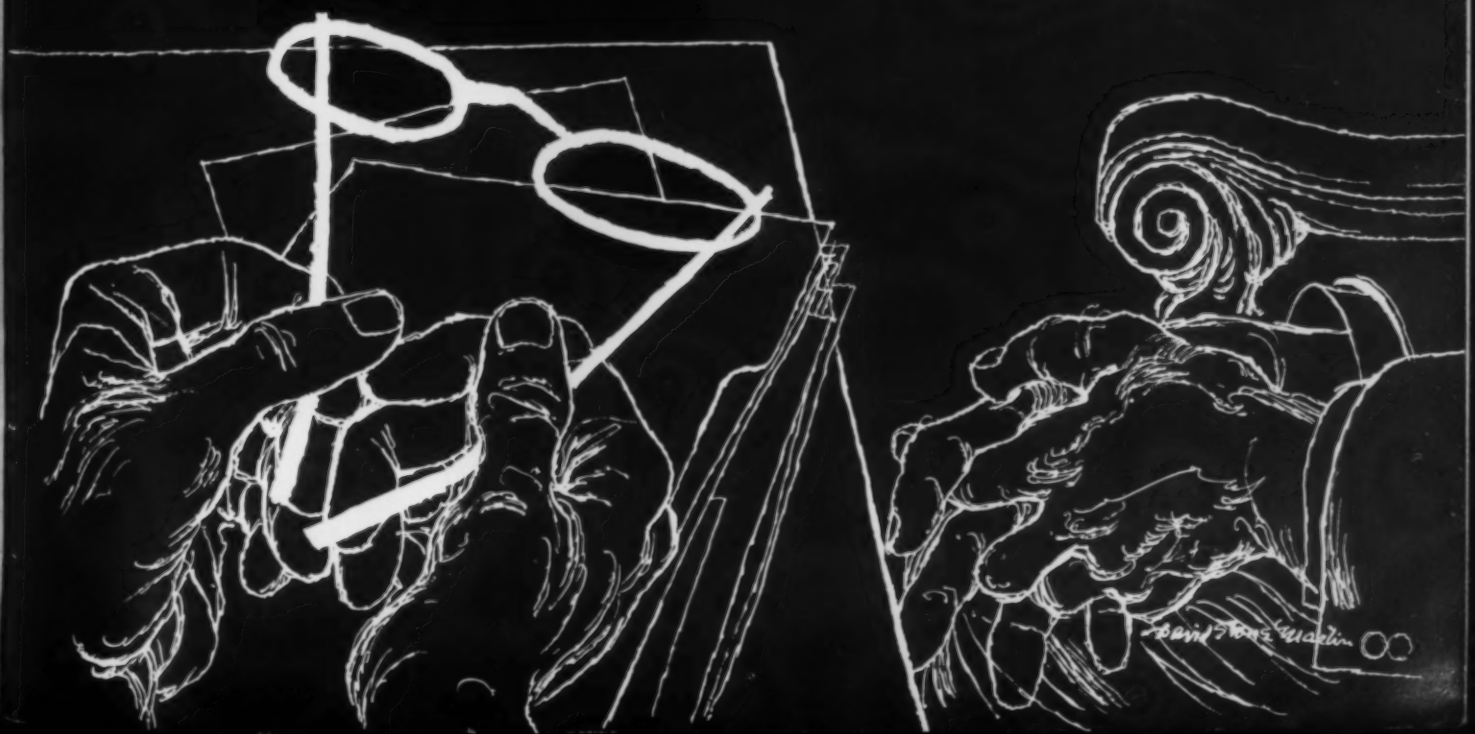
Subscription Price: $7.00 Per Year, 25c Per Copy

You Be the Judge

"Up for Parole" is a brilliant chance for an advertiser to frame his message with true stories of crime and punishment, where, as Variety notes: "the concept is good . . . dealing with human values rather than violence." "Up for Parole" expertly dramatizes actual case-histories, drawn from parole boards throughout the country. And the audience itself joins in . . . is asked to judge for itself the merits of each case, before learning what the actual verdict was. One decision can be regarded as final . . . this program, by verdict of press and public, is a top dramatic buy in radio today.

A CBS PACKAGE PROGRAM



COMPARATIVE NETWORK SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Adam Hats Drew Pearson (226) R	Gen. Fds.-Jello My Favorite Husband (153)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"
6:30	Hormel Co. Hormel Girls (222)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (467)	Henry Morgan Show S
6:45	"	"	"	"
7:00	Voices That Live S	Amer. Tob. Co. Jack Benny (177) R	Adventures of The Falcon S	Christopher London S
7:15	"	"	"	"
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (173)	The Saint	Rexall Co. Harris-Faye (165)
7:45	"	"	"	"
8:00	Stop the Music S	Coca-Cola McCarthy Show (180) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (166) H
8:15	Trimount Stop the Music (196)	"	"	"
8:30	Speidel Corp. Stop the Music (171)	P & G—Tide Red Skelton (151) R	Enchanted Hour	U. S. Steel Corp. Theatre Guild (164)
8:45	Old Gold Stop the Music (173)	"	"	"
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"
9:15	Andrew Jergens Louella Parsons (284)	"	"	"
9:30	Burisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Aspirin American A. of F. Music (154)
9:45	"	"	Twin Views Of the News S	"
10:00	Carter Products Jimmie Fidler (78)	Carnation Co Contented Hour (174)	This Is Europe	Everybody's Take It or Leave It (164)
10:15	TBA	"	"	"
10:30	Co-op Jackie Robinson	We Take Your Word	Don Wright Chorus	Pet Milk Bob Crosby (148)
10:45	Sokolsky S	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You and — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S
7:45	" •	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (30)
8:00	Ethel & Albert S	Bromo Seltzer Hollywood Star Pl'house (1.7) R	B-Bar-B Riders	A. A. of R.'s Railroad Hour (165)
8:15	"	"	"	"
8:30	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (155) R	Peter Salem S	Firestone Voice Firestone (140)
8:45	Sophisticated Rhythm S	"	" •	"
9:00	Melody Rendezvous S	Lever—Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (155) R
9:15	"	"	"	"
9:30	Sela Soliloquy S	"	Crime Fighters	Cities Service Band of America (83) N
9:45	"	"	"	"
10:00	Music by Ralph Norman S	Lever—Pepsodent My Friend Irma (178)	A. P. of L. Commentators (148)	General Mills (Start 9-1) (136)
10:15	"	"	Co-op Newsreel	"
10:30	Strictly From Dixie S	R. J. Reynolds Bob Hawk (164)	Dance Orchestra	Dangerous Assignment S
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
6:15	"	You And — S	"	Clem McCarthy 6:15-6:20 S
6:30	"	No Network	"	Sketches in Melody 6:20-6:45 S
6:45	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Fulton Lewis jr. (291)	Amer. Tob. Co Light Up Time (164) H R
7:15	Co-op Elmer Davis (45)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)
7:30	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Echoes from the Tropics S
7:45	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR
8:00	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (150) R	Count of Monte Cristo S	duPont, Cavalc. of America (152) H
8:15	"	"	"	"
8:30	Gentlemen of the Press S	C-P-P Th Pwdr. Mr. & Mrs. North (152) R	Official Detective S	Lewis Hows Co. Baby Snooks (166)
8:45	"	"	"	"
9:00	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (172)	John Steele Adventurer	Lever—Swan Bob Hope (153) H
9:15	"	"	"	"
9:30	Chr. Sc. Monitor Views the News R	Philip Morris This Is Your Life (150)	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)
9:45	Musical Memos S	"	"	"
10:00	Time For Defense S	Philip Marlow S	A. F. of L. Commentators (146)	Lever Bros. Big Town (134)
10:15	"	"	Co-op Newsreel	"
10:30	Chamber of Commerce, This Is Our Town	Pursuit	Dance Orchestra	Brown & Wmsn. Peoplearefunny (166)
10:45	AFofL As We See It	"	"	"

WEDN

	ABC	CBS
6:00 PM	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)
6:15	"	You And — S
6:30	"	No Network
6:45	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R
7:15	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)
7:30	General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R
7:45	" •	Campbell Soup Ed. Murrow (153)
8:00	Embassy Cigs. Dr. I. Q. (55)	Horace Mn. Discoveries (150)
8:15	"	"
8:30	Casebook of Gregory Hood S	Dr. Christian (157)
8:45	"	"
9:00	Petri Wine Co. Sherlock Holmes (175)	Bristol Myers Th Groucho Marx (172)
9:15	"	"
9:30	Buzz Adlam S	Lucky Strike & Myers Kay Crosby (178)
9:45	"	"
10:00	Miller Brewing Lawrence Welk (20)	Bank Day Nurse & Jean (180)
10:15	"	"
10:30	On Trial S	TBA
10:45	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin
9:15	"	E. Power Biggs S	"	Wormwood Forest S
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Bach Aria Group S
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (281)	Religion in the News S
10:45	"	Church of Air S	"	The UN Is My Beat S
11:00	Foreign Reporter S	Newsmakers S	Christian Ref. Church, Back To God (286)	Faultless Starch Starch Time (50)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S
11:45	"	"	"	Campana Solitair Time (20)
12:00 N	Fantasy In Melody S	Invitation To Learning S	College Choirs	American Forum of the Air S
12:15 PM	"	"	"	"
12:30	Piano Playhouse	People's Platform S	Mutual Chamber Music S	The Eternal Light S
12:45	"	"	"	"
1:00	Sammy Kaye Sunday Serenade S	Charles Collingwood S	News	America United S
1:15	"	Elmo Roper S	Voices of Strings	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	Southern Shindig S
9:15	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"
9:30	"	"	Tennessee Jamboree	Clevelandaires S
9:45	Philco Corp. Breakfast Club (24)	"	"	"
10:00	My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)
10:15	" •	Pillsbury & Wildroot, Arthur Godfrey (170) R	Faith Our Time S	"
10:30	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	Campbell Soup Double or Nothing (34)
10:45	Serutan Victor Lindlohr (69)	National Biscuit Arthur Godfrey (173) R	"	"
11:00	Modern Romances S	Liggett & Myers Arthur Godfrey (187) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)
11:15	"	"	Bob Poole	Next Dove Garroway S
11:30	Quaker Oats Quick as a Flash (286) *	Coutt's Baking Grand Slam (48)	Co-op G. Heatter's Mail Bag	Prudential Ins. Jack Berch (139)
11:45	"	P & G Rosemary (138)	Lt. Grant Dough Boys (Burrus) (M-W-F)	Babbitt David Harum (58)
12:00 N	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service
12:15 PM	•	Lever Bros. Aunt Jenny (83)	Gulf Oil Ross	Music Mon. & Wed.
12:30	Out of Service	Whitehall Helen Trent (166)	B & B Chuckle Wagon	Hometowners Mon.-Th.
12:45	"	Whitehall Our Gal Sunday (160)	Miscellaneous Programs	US Marine Band Fri. 12:30-1
1:00	Co-op Baukhage (92)	P & G Big Sister (141)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (144)	Harvey Harding	Luncheon with Lopez Tues.-Fri.

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	No School Today S	Co-op News	(Network Opens 9:30 A M)	Mind Your Manners S
9:15	"	Barnyard Follies S	"	"
9:30	"	"	News	Brown & Wmsn Poorle are Funny (16)
9:45	"	Ferry Morse Garden Gate (172)	"	"
10:00	"	Make Way For Youth	Magic Rhythm	Minn. Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"
10:30	"	County Fair	Helen Hall	Pet Milk Mary Lee Taylor (149)
10:45	"	"	News	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend (154) *	Your Home Beautiful Benj. Moore	J. Morrell & Co. Lassie (164)
11:15	"	"	Uncle Carl's Almanac	NBC Stamp Club
11:30	At Home With Music S	Lever-Rayve Junior Miss (175)	Man on Farm S	TBA
11:45	"	"	"	"
12:00 N	101 Ranch Boys S	Armstrong Cork Theater of T'day (172)	Man On The Farm (Quaker)	Barrisolt Washington News
12:15 PM	"	"	"	Public Affairs S
12:30	American Farmer S	Pillsbury Mills Grand Cen Sta (153)	Dance Orchestra	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"
1:00	Navy Hour S	Armour Stars Over Hollywood (168)	News S	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	"	Jerry & Skye S	"

DAYTIME

	ABC	CBS
1:30	National Vespers S	Columbia Guard P (58)
1:45	"	"
2:00	Around the World (158) S	Longine Astronomy (147)
2:15	"	"
2:30	Co-op Mr President	Main S Music H
2:45	"	"
3:00	Speaking of Soap S	We Invite To Mus
3:15	"	"
3:30	Ethel Layton Lutheran Hour (190)	"
3:45	"	"
4:00	Fine Art Quartet S	"
4:15	"	"
4:30	Milton Cross Opera Album	Science in Sym ctn (14
4:45	"	"
5:00	Think Fast S	TBA
5:15	"	"
5:30	Goodyear T & R Greatest Story Ever Told (54)	Can You Vacation
5:45	"	"

WEDNESDAY

CBS	MBS	NBC
Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S
You And — S	"	Clem McCarthy 6:15-6:20 S
No Network	"	Sketches in Melody 6:20-6:45 S
P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)
P & G—Duff Beal & Ann Sothern (81)	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R
P & G—Crystal Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)
Campbell Soup Club 15 (155) R	H. R. Gomler Gabriel Heatter (215)	Irving Fields Trio S
Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (31)
Sterling Dr. Christian (150)	Can You Top This S	Philip Morris This Is Your Life (145) R
"	"	"
Household Dr. Christian (157)	International Airport	Kraft Foods Great Gildersleeve (154)
"	"	"
Dolan Pirtle Groucho Marx (172)	2,000 Plus S	Bristol Myers Break the Bank (166)
"	"	"
Lucky Strike Jean Carter (178)	Family Theatre S	Bristol Myers Dist. Attorney (166)
"	"	"
Dave Garroway News & Jazz (182)	A. F. of L. Commentators (148)	Am. Cig. & Cig. The Big Story (166)
"	Co-op Newsreel	"
TBA	Okla. State Symphony	General Mills (Start: 5-3 (136)
"	"	"

THURSDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (33)
Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)
Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Gabriel Heatter S (135)	Irving Fields Trio U.S. Treasury
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (28)
Blondie S	P & G—Lava FBI (149)	California Caravan	G. F.—Jello Aldrich Family (150) R
"	"	"	"
A Date with Judy S	Whitehall Mr. Keen (151) R	Mail Pouch Sports for All (133)	G. F.—Maxwell Father Knows Best (155) H R
"	"	"	"
Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (176)	Limerick Show	Reynolds Tob. Camel Screen Guild Theatre (163) H
"	"	"	"
"	Philly Morris Crime Photog. (150)	Mr. Feathers	Stutz Brewing Duffy's Tavern (159)
Lee Hats R. Montgomery (295)	"	"	"
Author Meets Critics S	Hall Bros. Hallmark Playhouse (159)	A. F. of L. Commentators (148)	ChesterField Supper Club Perry Como (186)
"	"	Co-op Newsreel	"
Murder & Music	Rosefield Skippy Hollywood Theater (85)	Dance Orchestra	Dragnet L&M-Fatima (146) H
George Barnes Octet	"	"	"

FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S
"	You And — S	"	Clem McCarthy 6:15-6:20 S
"	No Network	"	Sketches in Melody 6:20-6:45 S
"	P & G—Ivory L. Thomas (78) R	"	Sun Oil Co. 3-Star Extra (34)
Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R
Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)
General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The Play Boys S
"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (29)
Norwich Pharm. Fat Man (136) R	The Show Goes On	Bandstand U.S.A.	Schlitz Halls of Ivy (157)
"	"	"	"
Equitable Life This Your FBI (221) R	"	Music	Gulf Refining We the People (115)
"	"	"	"
Heinz, Adventrs. of Ozzie & Harriet (287)	Up For Parole	Air Force Hour	RCA Victor Screen Directr's. Playhouse (165)
"	"	"	"
Pac. C. Borax The Sheriff (191)	Broadway Is My Beat	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (183)
Ch. Spark Plug Roll Call (215)	"	"	"
Gillette S. R. Co. Gillette Fights (270)	Phillips Petro. Rex Allen Show (64)	A. F. of L. Commentators (148)	Polest Sales Co. Life of Riley (155)
"	RichField Escape (33)	Co-op Newsreel	"
"	Capitol Disk Room S	Dance Orchestra	Dal.-Palm.-Pest Sports Newsreel (140)
"	"	"	Pre & Gen S

SATURDAY

ABC	CBS	MBS	NBC	
Albert Warner S	News Bancroft S	Modern Music	News	6:00 PM
Roger Renner Trio S	Mama From Lake Success	"	TBA	6:15
TBA	Red Barber Sports	Music	NBC Spring Concerts S	6:30
TBA	News L. Leseuer S	Al Helfer	"	6:45
"	Brock Candy Brock Bar Ranch (40)	Hawaii Calls S	"	7:00
Co-op Bert Andrews	"	"	"	7:15
Chandu S	R. J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Joe Di Maggio Show S	7:30
"	"	7:55-8 Kennedy S	"	7:45
Dixieland Jazz Bands S	Wrigley Gene Autry (170)	Ronson Metal 20 Questions (501)	Dimension "X"	8:00
"	"	"	"	8:15
Hollywood Byline S	Gen. Fds.-Sanka The Goldbergs (139) R	Take A Number	P & G—Duz Truth or Consequences (142) R	8:30
"	"	"	"	8:45
Ray Burn & Finch S	General Foods Gangbusters (150) R	True or False S	Amer. Tob. Co. Your Hit Parade (165) R	9:00
"	"	"	"	9:15
"	Liggett & Myers Godfrey Digest (158)	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
"	"	"	"	9:45
Saturday At The Shamrock S *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H	10:00
"	"	"	"	10:15
Voices That Live S	Carter Prod. Sing It Again (136)	"	R. J. Reynolds Grand Ole Opry (190)	10:30
"	Sterling Drug Sing It Again (140)	"	"	10:45

SUNDAY

ABC	CBS	MBS	NBC
National Vespers S	Gumbia Rords. Guard Parade (58)	American Radio Warblers	U of Chicago Round Table S
"	"	Organ Music	"
Longines Symphonettes (147)		TBA	NBC Theatre S
"	"	"	"
Co-op President	Main St. Music Hall	Co-op Bill Cunningham (55)	"
"	"	Veteran Wants to Know S	"
Speaking of Soup S	The Invitation To Music	Treasury Variety Show	Miles Lab. One Man's Family (161)
"	"	"	"
Ken Layne Western Hour (190)	"	General Foods Juvenile Jury (223)	Miles Labs Quiz Kids (161)
"	"	"	"
Tony Soo Quartet S	"	General Foods Hopalong Cassidy (482)	TBA
"	"	"	"
Salvation Army Band	Spivey-Winter Symphonette (147)	U.S. Tobacco' Wm Gargan Private Investgr (388)	Shulton Inc. High Adventure (13)
"	"	"	"
Think Fast S	TBA	Grove Labs(428) DL&W Coal (23) The Shadow	Voices & Events S
"	"	"	"
Adventure T & D Greatest Story Ever Told (4)	Where Is Your Vacation	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)
"	"	"	"

MONDAY - FRIDAY

ABC	CBS	MBS	NBC
(Not in Service)	P & G Dr. Malone (139)	Music	Co-op News George Hicks S
Co-op Art Baker's Notebook	P & G Guiding Light (141)	Checkerboard Jamboree	Take Fifteen S
Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (35)	Miles Labs. Ladies' Fair (438)	Campbell Soup Double or Nothing (132)
"	P & G Perry Mason (148)	(Also Baseball until 4 p.m.) "	"
Hawthal Cobb S	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (431)	General Mills Today's Children (73)
"	P & G Brighter Day (106)	"	General Mills Light of World (73)
Sterling Drug Bride & Groom (221) *	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)
"	Miles Labs. Hilltop House (127)	"	P & G Road of Life (152)
Pick a Date with Buddy Rogers *	Pittsburg House Party (153) *	"	P & G Pepper Young (153)
"	"	"	P & G Right to Happiness (152)
Green Spot Surprise Package (68)	Ge.-Palm.-Peet Strike It Rich (40) R	Miscellaneous Programs	Sterling Drug Backstage Wife (148)
Surprise Package S	"	"	Sterling Drug Stella Dallas (148)
Happy Landing S	TBA	Georgia Jamboree	P & G Lorenzo Jones (144)
Tod Malone S	" 4:55-5 News	"	Sterling Drug Y. Widder Brown (148)
See Footnotes	Treasury Bandstand S	Kellogg Mark Trail (MWF ½ hr.)	General Foods When Girl Mar's (81)
"	"	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)
"	Hugo Mahon's Orchestra S	M-W-F. Tom Mix-Ralston (482)	Whitehall Just Plain Bill (80)
"	Miles Labs. Curt Massey Time (141) R	Bobby Benson (Tues. & Thurs.)	Whitehall Front Page Farrell (58)

SATURDAY

ABC	CBS	MBS	NBC
Roger Dunn S	Toni Co. Give and Take (150)	Barn Dance S	Adventures of Archie Andrews S
"	"	"	"
Lets Go To The Opera S	Wm. Wise, Get More Out of Life (53)	"	Recovery Story S
"	"	"	"
"	Gen. Foods Baseball (95)	Bands for Bonds & Baseball to 4	TBA
"	2:30-3 Alternate Weeks Dance Music	"	"
"	Report From Overseas	"	Pioneers of Music
"	Adventures in Science	"	"
Where's There's Music S	CBS Farm News	"	"
"	Dance Music	"	"
Did, Now, Borrowed, Blue S	"	Campus Club	Living—1950 S
Horse Races S	"	"	"
Treasury Bands S	Saturday at the Chase	Sports Parade S	Melinee At Meadowbrook
"	"	"	"
Tea & Crumpets S	Gillette Horse Racing Ky. Derby 5 & (176)	TBA	Green Cross
"	Preakness 5 20 (176)	"	Slim Bryant and Wildcats S
"	Cross Section U.S.A.	Radio Harris (Dowey) (50)	"
"	"	2 B's & A Honey	Hunt Club Do Yd. Confidential Closeups (50)

BROADCASTING
TELECASTING
Copyright 1950

Looking for the biggest?

Number One on the Pulse parade is *The Missus Goes A-Shopping*. It leads all local programs (except news) 8 AM –6 PM on New York's four major stations.* And no wonder. John Reed King's laughs with the gals are contagious even over the air.

You *may* be able to buy *The Missus* if you act fast. Get in touch with WCBS or Radio Sales today.

*Pulse of N. Y., March 1950, Mon-Fri average ¼-hr. ratings.

New Business

SEA BREEZE, Pittsburgh (Antiseptic for skin), through BBDO, New York, starting spot announcement campaign in five markets using 12 stations for six weeks.

COLUMBIA BREWERIES Inc., Tacoma (Alt Heidelberg Beer), places quarter-hour, three-a-week *Heidelberg Harmonaires—Raye and O'Dare* on seven additional stations. Show has been aired on KJR Seattle for past six months, and additional placements now on KPQ Wenatchee, KIMA Yakima, KWWB Walla Walla, KPKW Pasco, KREM Spokane, KGW Portland and KASH Eugene, Ore. Agency: Howard J. Ryan & Son, Seattle.

SUN OIL Co., beginning April 15 and ending April 30, embarked on intensive television spot announcement campaign employing three ABC stations. WJZ-TV New York carries 18 announcements; WXYZ-TV Detroit, 31, and WMAL-TV Washington, 19 spots. Hewitt, Ogilvy, Benson & Mather Inc., New York, is agency for the oil company.

BEN HUR PRODUCTS Inc., Los Angeles (Golden West Coffee), adds six radio stations and one TV station in three western markets to present spot schedule on two California stations in early May. Firm will run approximately two to three spots daily, five days weekly on KING KJR and KING-TV Seattle, KXLY KHQ Spokane and KERN KERO Bakersfield, Calif. Currently carring spot schedule are KJBS San Francisco and KSRO Santa Rosa. Agency: Mogge-Privett Inc., Los Angeles.

SILVERWOOD DAIRIES Ltd., London, Ont., starts *Silverwood Serenade* for 10 weeks on CFPL London, CFRB Toronto, CFCO Chatham, CHEX Peterborough, CHML Hamilton, CKCR Kitchener, and CKTB St. Catherine, Wed. 9-9:30 p.m. Agency: McConnell, Eastman Co., Toronto. This is company's first radio advertising.

NASH MOTORS Div. of Nash-Kelvinator Corp. started four week radio and television spot campaign using 5,316 one-minute announcements and station breaks on 241 radio stations in 173 cities and 1,298 television spots on 83 stations in 56 cities effective April 13. Geyer, Newell & Ganger, New York, is agency.

Network Accounts • • •

MILES LABS Inc., Elkhart, Ind., expands sponsorship of *Edwin C. Hill*, 7-7:05 p.m. on ABC to five days weekly effective Sept. 4. Miles now sponsors show Mon., Wed., Fri. Agency: Wade Adv., Chicago.

JOE LOWE Corp., New York (popsicle ice cream), beginning May 15 for 10 weeks, will sponsor new series of television programs on CBS-TV, Monday, 7:45-8 p.m. Entitled *Popsicle Parade of Stars*, show will have as its initial guest star Milton Berle. Succeeding programs will star Dick Haymes, Arthur Godfrey, Tony Martin, Fanny Brice, Borrah Minevitch, Martha Raye, Paul Winchell and Jerry Mahoney, Margaret Whiting and Groucho Marx. Agency: Blaine-Thompson Co., New York.

REXALL DRUG Co., Los Angeles, starts sponsorship of *Richard Diamond, Private Detective*, Wed., 7:30-8 p.m., PST, on NBC. Contract is effective June 14 through BBDO, Los Angeles.

PROCTER & GAMBLE, Cincinnati (Dreft and Oxydol), to sponsor television version of *Beulah*, starring Ethel Waters, in half-hour telecasts on ABC-TV early in the fall. Agency: Dancer-Fitzgerald-Sample, New York.

ADMIRAL Corp., through Kudner Agency, extends its sponsorship of *Lights Out*, 9-9:30 p.m., Monday on NBC-TV for eight weeks, effective May 3.

Adpeople • • •

C. LLOYD EGNER, former NBC vice president, elected vice president in charge of commercial enterprises for Hudson & Manhattan Railroad Co. He will be in charge of public relations and research as well as advertising and real estate.

GEORGE L. WILLIAMS appointed advertising manager of La France Industries, succeeding **EDWARD J. IVES**, resigned. Mr. Williams has been with company for over 14 years, and will continue his sales activities in addition to his new duties. **Miss FRANCES E. REYNOLDS** named publicity director of company.

DALE MEHRHOFF appointed sales promotion manager of Elgin American Co. He joined company in 1948.

MORE THAN
1/3 OF ALL KIDS
IN CULLMAN*, ALABAMA
VOTED FOR
"CISCO KID"

SENSATIONAL PROMOTION CAMPAIGN
From buttons to guns—is breaking traffic records!

*Population (1940 Census)—5,074

Do kids love "Cisco Kid?" Klein's Dairy says: "Yes!"

. . . 857 kids (1/3 of Cullman's kid population) signed petitions saying: "Please keep Cisco Kid on the air!—we *love* Cisco Kid!" Says Hudson Millar WKUL Manager: "Cisco Kid is the best show we have on the air!"

Write, wire or phone for proof of "Cisco Kid's" sensational performance. See the factual presentation!

LOW PRICED!
½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

ANY ADVERTISER

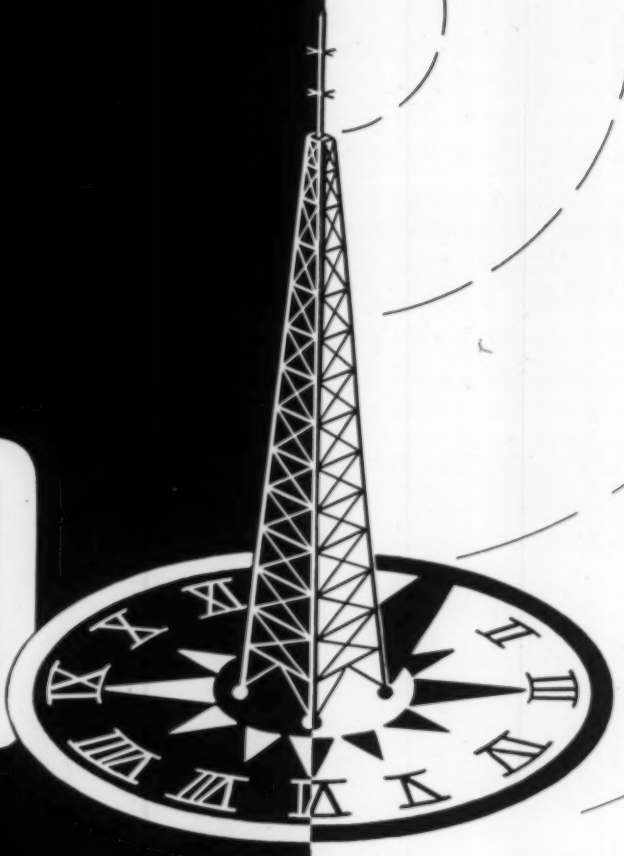
Can...

MOST ADVERTISERS

Should...

USE

SPOT RADIO



TWO-PLY JOB FOR A DOLLAR

These days, to be wholeheartedly effective, your advertising dollar has two jobs to do:

1. Register the greatest possible *impact* among your prospects.
2. Stay firmly away from places where your prospects *aren't*.

Only with radio can your dollar achieve that constant, hammering, well-aimed punch called impact.

Only with *Spot* radio can your dollar zero in on the very places and the very people that you want to sell.

Spot gives you *people* instead of territory . . . follows *your* distribution instead of nationwide wire-lines.

And the stations listed here mean *Spot* at the height of its effectiveness.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

Represented Nationally by

EDWARD PETRY & CO., INC.

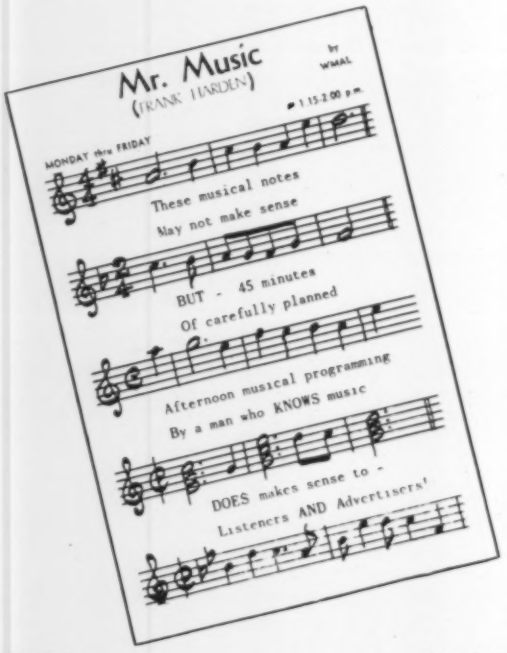
NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

ON THE
WASHINGTON SCENE

ZEB TURNER and JOBY REYNOLDS
COMBINE MUSICAL TALENTS!

Monday thru Friday
4 to 4:30 pm

• • • Zeb Turner, one of America's top singers of Western ballads, is also one of the nation's top hillbilly song writers. A Grand Ole Opry star for six years, he wrote the number one hit tune of 1947, "It's a Sin." Joby Reynolds has been voted Washington's most popular female vocalist. Together, Joby and Zeb provide Washingtonians with a refreshing half hour of radio listening. (Participations available!)

HERE'S A MUSIC SHEET
YOU SHOULD READ—

Participations Available

Arrangement: ABC Spot Sales

WMAL-TV

WMAL
THE EVENING STAR STATIONS
WASHINGTON, D. C.

WMAL-FM

Agencies

GEORGE F. PERKINS, formerly account executive with ABC, named head of radio and television department of Schwab & Beatty Inc., New York.

E. C. BRADLEY appointed a vice president of Biow Co., New York. He will continue to work on Procter & Gamble account.

RUTH KINYON, research director of Charles W. Hoyt Co., New York, elected president of Gamma Alpha Chi, professional advertising fraternity for women.

Mr. Bradley

BOB KIRSCHBAUM named radio and television director of Arthur Rosenberg Co., New York.

TOM U. ENGELMAN, freelance public relations and publicity specialist, joins The McCarty Co., Los Angeles, as account executive.

MURRAY GOODWIN, formerly with Young & Rubicam, New York, as member of copy department, joins Kenyon & Eckhardt, New York, in similar capacity.

JOSEPH McPARLAND, for past four years manager of traffic department for Buchanan & Co., rejoins Kudner Agency Inc., New York.

ROGER IRWIN appointed representative of Walsh Adv. Co. Ltd., Windsor and Toronto, at Ottawa. He will contact government departments.

CASPER PINSKER Jr., formerly with Pinsker Adv., elected a vice president of Arthur Rosenberg Co., New York.

OLIVER M. PRESBREY, who was with BBDO, New York, in 1946, rejoins agency and will head account group on Curtis Publishing Co.

DONALD W. SEVERN, formerly with Kenyon & Eckhardt, New York, joins television department of William Esty Co., New York, in executive capacity.

MARGARET ALGAR joins Young & Rubicam, Chicago, as timebuyer after working in radio department at Foote, Cone & Belding, also Chicago.

E. GORDON LOWEN appointed Winnipeg representative of Russell T. Kelley Ltd., Hamilton, Ont., agency. Offices are at 304 New Hargrave Bldg., Winnipeg.

WILLARD BUTLER, formerly with WTAM Cleveland and before that with McCann-Erickson, New York, joins timebuying department of Benton & Bowles, New York.

J. EDWARD COOMBES, former director of advertising, market research and sales promotion for John F. Jelke Co., joins Price, Robinson & Frank Agency, Chicago, as account executive on Aunt Jemima Pancake flour. He is former brand man on Oxydol and Dreft for Procter & Gamble.

LLOYD G. DELANEY, for past two years account executive with Biow Co., New York, on Philip Morris, rejoins Kudner Agency, New York, as account executive.

O'NEIL, LARSON & McMAHON, Chicago advertising agency, opens office at Toronto with **BOB KESTEN,** Toronto freelance producer and former manager of CJBC Toronto, as manager. Offices are located at 447 Jarvis St., Toronto.

MILTON B. SCOTT, formerly vice president with Universal Publicizers and Scott & Baker Co. (radio sales representative), joins Stodel Adv. Co., Los Angeles, as chief account executive in charge of sales development.

STEWART-LOVICK & MacPHERSON Ltd., Vancouver, B. C., changes name to **Stewart-Bowman-MacPherson Ltd.**

JAMES W. HUFF Adv., Dallas, moves back to old location in Dallas National Bank Bldg. Telephone remains P-7-3139.

BUCHANAN & Co., Los Angeles, moves to new and expanded offices at 451 N. La Cienega Blvd. Phone is Crestview 5-5231.

MORE MUSIC NEWS SPORTS

MEAN MORE LISTENERS FOR Wcue

Akron's new and Only Independent!

Setting the dial at 1150 is fast becoming an Akron habit. We can't cite Hooper—as yet—to prove the size of our audience, for we only went on the air February 12. But we do know from the independent survey we've just completed, stacks of fan mail and the phone calls which have tied up our switchboard, that our LOCAL programming format — music, news, sports — has struck an amazingly responsive chord in this rich market.

And—it's entertainment tailored to LOCAL interests that sells the more than 1,030,000 people within our primary service area.

You'll be hearing more about us — for we're promoting WCUE, locally and nationally, for all we're worth. And—in a nutshell — that's our story: People, programs and promotion.

Remember WCUE—Akron's cue to better listening—your cue to more sales. Choice time buys are still available. Get a copy of our survey and complete information from Forjoe & Company, Inc. Akron Broadcasting Corporation, Palace Theater Arcade, Akron 8, Ohio.

1000 watts - 1150 kc

EVERY HOUR ON THE HOUR — WCUE listeners get the news of the town ahead of the town.

MIND (?) OVER PLATTER—The zany Jerry Crocker show is but one of our many new and different musical programs.

BILLBOARDS, POSTERS, newspaper ads and movie trailers are all being used to build more listeners for us — a bigger audience for your sales message.

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NEW STARS SHINE FOR LANG-WORTH

New names and n
a brilliant array
following the rele
lutionary 8-inch
production shows
tisers at 600 Lang

Patti Page

Russ Case

and ne[illegible]ent will sparkle in
t array o[illegible]w production shows.
he relea[illegible] Lang-Worth's revo-
8-inch t[illegible]ription. These new
shows w[illegible]e available to adver-
00 Lang-[illegible]h member stations.

Jeanie Haines

Ella Mae Morse

The NEW Lang-Worth Program Service

The following name artists, orchestras, choruses and groups have been selected to provide a well-balanced library of 6,000 recordings. This mammoth collection of newly manufactured transcriptions will serve as source material for the new program service.

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SMALL DANCE BANDS: Five Shades of Blue, Lenny Herman Quintette, John Kirby with Maxine Sullivan, Al Trace with Toni Arden, Red Nichols and His Five Pennies.

SONG STYLISTS: Eugenie Baird, Dick Brown, Alan Dale, Anita Ellis, Connie Haines, Juanita Hall, Jack Lawrence, Rose Murphy, Patti Page, Tony Russo, Johnny Thompson.

INSTRUMENTAL NOVELTIES: The Airlane Trio, Frankie Carle (piano and rhythm), Franzella Quintette, Bertrand Hirsch (violin, organ and harp), Joe Sodja Trio, Evalyn Tyner.

"POP" CONCERT: The Russ Case Orchestra, D'Artega's "Cavalcade of Music" Orchestra, Jack Shaindlin's Silver Strings, Szath-Myri's Symphonic Swing.

SALON AND STRING GROUPS: The Ambassadors, Modes Moderne, "Dinner Music," The Sophisticates.

LARGE VOCAL CHORUSES: The Cote Glee Club, The Cavalcade Chorus, The Lang-Worth Choristers.

SMALL VOCAL GROUPS: The Gay Blades (barbershop), The 4 Knights, The Modernaires with Paula Kelly.

SYMPHONY AND STANDARD CONCERT: The Lang-Worth Symphony, Directors: Howard Barlow, D'Artega and Erno Rapee; The Lang-Worth Concert Orchestra.

WESTERN: Foy Willing and The Riders of the Purple Sage, Rosalie Allen, Elton Britt, Leon Payne, Slim Rhodes, Billy Williams, Jack Pennington.

ORGAN UNITS: Lew White, Milton Charles, Hugh Waddill.

BRASS BAND: The L-W Military Band, The L-W Collegiate Band, The All American Band.

CHURCH MUSIC: The L-W Choristers, Leonard Stokes (baritone), Mixed Quartette, Pipe Organ, The Chapel Choir.

MISCELLANEOUS GROUPS: Latin American: Chiquito, Tito Guizar, Eva Garza, Los Amigos Pan Americanos, Harry Horlick, The Padilla Sisters. Polkas: The Bee Gee Tavern Band, The Globetrotters. Hawaiian: Johnny Pineapple.

PRODUCTION AIDS AND MOOD MUSIC: Separate voice tracks of all leading artists, special musical themes identifying specific businesses, applause, crowd noise, football and baseball effects, etc....also, 500 musical cuts varying from interludes by harp, organ, guitar, piano and celeste to special production themes, openings, closings and background music by Jack Shaindlin's "March of Time" Orchestra.

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BROADCASTING
TELECASTING

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NAB'S 'THOUGHT' CONCLAVE

Labor, FM, TV Are Pondered

By J. FRANK BEATTY

BROADCAST management last week looked the facts of business life, and civilization itself, in the eye and emerged from the NAB's Chicago convention with a new concept of their problems and the more tortuous road ahead.

Nearly 1,500 member delegates, flanked by several hundred representatives from related industries, took part in a convention almost devoid of conflicts.

Rather it was a week of thought and study, with the main commercial emphasis on the new forms of electronic media such as TV, FM, Transit and functional services.

Several quick conclusions were obvious as conventioneers left Wednesday for their stations and their front-office responsibilities:

- AM faces an increasingly arduous competitive future.
- So does TV, but it will have great impetus.
- Almost-forgotten FM is by no means near its last breath.
- Judge Miller is still above par.
- William B. Ryan, new general manager, should lend efficiency to NAB management.
- Networks aren't too happy about NAB but are not expected to quit prior to a May 15 talk-it-over session.
- Some, but not all, of the delegates appeared to sense the grave cold war problem emphasized by noted speakers.

Criticism Voiced

There were, in addition, some deficiencies judging by delegate conversation:

- AM got little competitive help out of the meeting.
- The critical NARBA problem wasn't touched.
- An all-out Latin ether war could squeeze many signals almost back into their transmitters, say technical specialists who had no place on agenda.
- High-brass speakers didn't pull well.
- Delegates were roused from apathy toward BMB and future measurements.
- Nothing was on the agenda about program or advertising standards — and FCC Chairman Wayne Coy took some shots at this.

The Board's desire to stress top-level issues during the Management Conference, final feature of the eight-day convention week, was carried out by the Convention Sites and Policy Committee under Howard Lane, WJJD Chicago and large-station director.

Men of worldwide fame, familiar with the main aspects of the touchy international situation, gave delegates who showed an interest in these problems a series of plain-talk warnings about their responsibilities toward listeners and toward their own business operations.

This medicine was a bit hard to take, many of the delegates thought, and they didn't take it too well or too gracefully. NAB management hoped that the facts would sink in after delegates had left the sociable atmosphere of the Stevens Hotel for their own desks.

As businessmen, many of the delegates were interested in learning how to make an extra dollar and there was considerable disappointment about the high-brass tone of the program.

Selling Sessions

On the other hand, the convention produced three surprising sessions for those interested in selling their time.

First, the Monday Labor Panel produced some good ideas and more important it brought out into the open some of the smouldering resentment between labor and management without the synthetic attitudes employed in actual negotiating.

Second, the Wednesday TV sessions held a large segment of dele-

(Continued on page 54)

Judge Miller (l) confers with new NAB General Manager Ryan.

WLW-CBS TALKS

Shouse Denies Switch Report

HAS THE war between NBC and CBS opened on a new front—a struggle for top station affiliates?

That question overshadowed all else at the NAB convention in Chicago last week. It centered upon talk—officially unverified and dealt with gingerly—that WLW Cincinnati, pre-eminent AM 50,000 watter, had reached at least a tentative accord with CBS whereby it would accept those CBS programs which the regular affiliate—WKRC Cincinnati—might reject or which might be specified for WLW by the advertiser.

The report of an out-and-out switch in affiliation was promptly refuted last Tuesday by James D. Shouse, chairman of the board of Crosley Broadcasting Corp., and a member of the executive committee of Avco Mfg. Co.

In a release issued from NBC convention headquarters at the Stevens Hotel, Mr. Shouse said:

I can see how the rumor of changing affiliations got started, when someone learned that I had requested our attorneys to determine our rights as a licensee under network regulations to accept programs of other networks. In addition to the basic program structure of NBC, WLW carries some programs originating from Mutual.

No similar arrangement has been negotiated with any other network. So far, our study of the matter has been purely an intellectual exercise.

We have no intention or desire to give up our affiliation with NBC.

Speculation Arises

Even a non-exclusive CBS arrangement by WLW could bring far-reaching changes in the affiliate structures of the networks, broadcasters pointed out. The question promptly was raised whether the secondary affiliation with CBS would open the way for ultimate primary affiliation. If that happened—and the Shouse statement appeared to torpedo that thought—it would mark the first switch of a clear channel station from NBC ranks, ascribable to the CBS talent coup of 1949, which saw the transfer of top-rated programs from NBC.

Long-distance lines hummed, once the WLW rumor got started. Niles Trammell, NBC board chairman whose relationship with his affiliates always has been of the highest order, talked with Mr. Shouse and his own executives at the Stevens. The result was the flat statement by Mr. Shouse, denying any intention of giving up the affiliation with NBC.

There were assurances by NBC officials that the relationship with WLW would remain status quo. The reports of a switch, which could set in motion a chain reaction among affiliates of all net-

(Continued on page 47)

NBC SESSION

To Discuss Fall Plans

NBC's course in bucking network competition next fall on both national and local levels is expected to be charted soon after a meeting of the network's stations promotion, publicity and exploitation committee at the Waldorf Astoria in New York tomorrow (Tuesday).

At that time, definite proposals of the nine-man committee will be referred to NBC executives. Recommendations will concern affiliated stations' handling of local publicity, on-air promotion and printed media.

The first session during the NAB convention was called by Committee Chairman Ewing G. Kelly, president and general manager, KCRA Sacramento, for Sunday afternoon, April 16, at the Blackstone Hotel. Conferring with him were Clair R. McCollough, general manager of the Steinman stations; Milton L. Greenebaum, president and general manager, WSAM Saginaw, Mich.; Jack Harris, general manager, KPRC Houston; Harold Essex, vice president and managing director, WSJS Winston-Salem, N. C.; Walter Wagstaff, general manager, KIDO Boise, Ida.; Stanley W. Barnett, general manager, WOOD Grand Rapids, Mich.; J. B. Conley, general manager, Westinghouse stations, and P. A. Sugg, manager, WKY Oklahoma City.

NBC men there included Sydney Eiges, vice president in charge of press; Charles P. Hammond, vice president in charge of AM advertising, promotion and exploitation; Gerald P. Steel, director of audience promotion, and Norman Kash, AM station relations department.

Drawn for BROADCASTING by Sid Hix

"Don't you think Jones goes a little too far with his baseball recreation!"

MILLER REVIEWS

Terms Convention 'Very Successful'

MANY of the problems disturbing the broadcast industry were solved or softened during last week's NAB Management Conference in Chicago, President Justin Miller told BROADCASTING. The long hours spent in discussion and listening to authorities in many fields produced benefits that will be felt through the years, he said.

Some of the snarls anticipated prior to the convention failed to materialize, he said, referring particularly to the NARBA situation.

Judge Miller said election of William B. Ryan, KFI Los Angeles, as general manager of NAB was well received by the membership, including network officials, affiliates and others.

Asked about the May 15 NAB-network meeting, billed in some quarters as a network walkout session, Judge Miller said, "contrary to some belief, May 15 is an olive branch meeting designed to give everyone a chance to make notes and suggestions. The networks will participate on the vice presidential level. The problems are not serious enough to require participation on their presidential level."

Judge Miller said he was hopeful that the "responsibility" theme of the Convention had impressed all broadcasters with the nature of their obligation to the nation and to the industry in a period of international crisis.

"Broadcasters were given a chance to learn from some of our leading national figures the facts about diplomatic, economic and other important developments. To the extent there is in the management group that type of professional thinking, a good job was done and we expect good results.

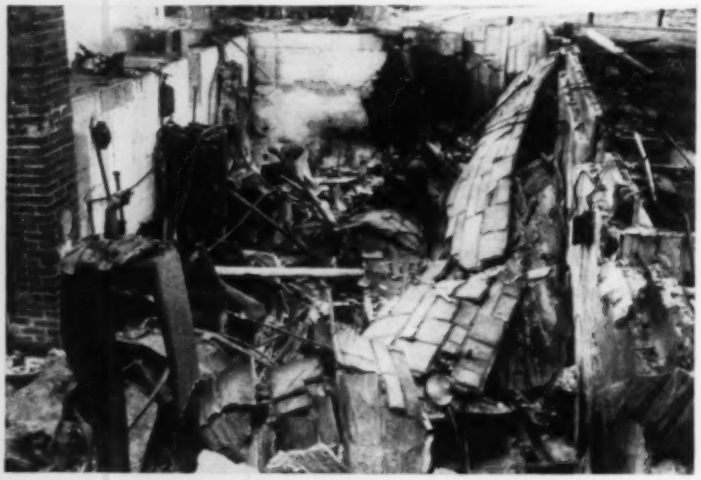
"The whole convention operation went more smoothly than we expected. The objectives of the board and the convention committee were realized to a large extent and some of the issues I thought might be quarreled over were apparently disposed of without difficulty.

"Workshop sessions covering FM, television and labor produced material that will be helpful in the conduct of broadcast stations.

"Most disturbing factor in recent NAB developments has been television; several resignations were based on our television activities. The Wednesday meetings provided evidence of the increasing interest in TV and indicated a growing acceptance of the doctrine that TV belongs within NAB. Other resignations had been based on resentment resulting from BAB's activities, particularly on the part of newspaper stations.

"The bulk of resignations prior to April 1 when the dues levels were raised occurred in Class A, the minimum dues bracket. Summing up, I would say it was a very successful convention. . . ."

RUINS of the studios of KICD Spencer, Iowa, which were destroyed by fire April 8 [BROADCASTING, April 17]. are shown in photo below. Damage was placed between $60,000 and $75,000. To the right, General Manager Ben B. Sanders (l) and Program Director Mason Dixon smile approval of morning music supplied by Rev. E. C. Boyer, Episcopal rector from Estherville, Iowa, who drove 40 miles to help KICD return to the air on Monday morning, April 10.



CBS QUARTER

Profit Doubles '49 Period

CBS last week reported a net profit of $1,626,750 for the first quarter of 1950, nearly twice the net of a similar quarter of 1949.

The report was made by William S. Paley, CBS chairman of the board, at an annual meeting of CBS stockholders at the company's New York headquarters.

Mr. Paley said the profit represented 95¢ per share, compared with 50¢ a share in the first quarter last year, when the net was $855,764.

CBS gross income for the first quarter of 1950 was $30,809,064 compared with $27,018,288 in the first quarter last year.

Operating expenses and costs of goods sold were up in the first quarter of 1950—$13,926,026 compared with $12,414,577 in the same period last year.

The network made provision for federal income taxes of $1,329,000 in the first quarter of 1950 as compared with a provision of $724,000 in the first quarter last year.

Frank Stanton, CBS president, told the stockholders that CBS now claimed the biggest nationwide audience and highest gross billings of all the networks.

COYLE NAMED

To WCAU Radio-TV Post

JAMES F. COYLE, veteran member of WCAU-AM-FM Philadelphia's sales staff, was named Wednesday to a newly created sales post for the CBS outlet. Alex Rosenman is resigning May 1 as sales vice president for the station [BROADCASTING, April 10].

According to Donald W. Thornburg, president of WCAU stations, Mr. Coyle fills a special post in commercial sales development for both radio and television at WCAU. A member of the sales staff for 23 years, Mr. Coyle is one of the oldest station employes in point of service, he said.

K&E Promotes Stewart

D. C. STEWART, who has been with Kenyon & Eckhardt, New York, since 1936, has been appointed secretary and general manager of the agency.

XUM

COMPETITIVE WINDS

At Gale Force, Says Coy in Chicago

FCC CHAIRMAN Wayne Coy told broadcasters at the NAB convention in Chicago last Tuesday to prepare for the rising gales of competition by reinforcing their community service and redoubling their guard against offensive taste.

"The winds of competition are blowing a terrific gale on the broadcasting business," he declared. "In many places the storm is in its full fury and in other places the winds are rising, but to those of you who are complacent, I say that the full strength of this storm will hit you with a suddenness not characteristic of the places where it is now in full strength.

"The question is: 'Can you sleep on a windy night'?"

'Key to Confidence'

The key to confidence and the ability to "sleep" in the face of the competitive gales, he said, "involves your preparation to serve the public interest"—the sort of service which makes a station "an indispensable part" of community life and keeps the broadcaster's ears attuned to "the beating of hearts around him as well as to the tinkle of the cash register."

He emphasized community programming, elimination of bad taste, curtailment of crime and horror programming and fairness in handling controversial issues.

"Clearly," he said, "the American broadcaster's responsibility to his government is to serve with intelligence, impartiality and a high sense of good taste and decorum as a trustee for the radio frequency which his government licenses him to use."

Chairman Coy also:

● Reiterated his "hope" that the television freeze may be lifted "before the end of the year" and said "I pray that it will be earlier," but refused to "predict when."

● Voiced belief that "this nation will require the strongest, most flexible and most effective system of broadcasting that we can devise," including "not only a national system of television but [also] an able system of aural broadcasting."

● Found the NAB convention agenda less than adequate, saying he would have been more impressed if it encompassed open discussion of network affiliates' problems in relation to network programming; of the effectiveness of the NAB Code and ways it might be improved and implemented, and of "the problems involved in determining what constitutes the public interest and how to meet those needs."

● Reasserted his belief that television will be the dominant radio medium and that "it will occupy that position rapidly" when FCC and industry have reached and accepted a solution of the problems that led to the freeze.

Citing the latest financial data of the industry (see story below), Mr. Coy labeled the disparity between the incomes of AM stations built before the war and those built since as "the Achilles Heel of our standard broadcasting system in meeting the transition problems."

He pointed out that the 800 stations established in pre-war days received 94% of the 1949 AM station income, leaving 6% to be shared by the 1,200 war and post-war stations. The latter, he said, "have an average annual income of only $6,700 and, consequently, there is small prospect of these stations financing the construction and operation of television from AM broadcast earnings."

Sees Some Failures

Indeed, he added, there is "the unpleasant prospect that the competition of the transition period may be too severe and that some of these stations may not swim."

In his references to television, Chairman Coy got a round of applause when he quipped that some of his listeners, aside from wanting to know "when we will get out of the freeze," might even "want me to tell you we'll never get out of it."

He interpreted the financial data as indicating that television is "beginning to grow up."

"In fact," he said, "it is already starting to show off, starting to

(Continued on page 61)

BETWEEN COURSES at Tuesday's NAB convention luncheon, ECA Administrator Paul G. Hoffman (r), one of the principal speakers at the afternoon session, talks with James D. Shouse (l), board chairman of Crosley Broadcasting Corp., and Gilmore N. Nunn, president and general manager of the Nunn Stations.

FCC CHAIRMAN Wayne Coy (r), who addressed the NAB convention Tuesday afternoon, sits with NAB President Justin Miller at luncheon preceding his speech.

BROADCAST REVENUE

$460 Million in '49

BROADCAST REVENUES—AM, FM, and TV—gained 10.3% in 1949 to reach a total of almost $460 million, with most of the $43 million in "new money" coming from television time sales, according to a preliminary estimate issued by FCC last Tuesday.

The report indicated that television thus far is attracting new dollars to the broadcast media instead of luring them away from aural broadcasting.

AM network and station revenues were reported at $424.4 million, a gain of 4.3%. But their expenses went up 5.5% to a total of $361.8 million. Resulting net income before taxes was $62.6 million, a loss of 2.3% over 1948.

The TV networks and 97 reporting television stations showed $33.8 million in revenues as compared to $8.7 million for the networks and 50 stations which reported in 1948. Expenses totaled $58.1 million in 1949 against $23.6 million in 1948. Losses soared from $14.9 million in 1948 to $24.3 million in 1949—$11.8 million by the networks and their 13 owned stations, and $12.5 million by the 84 other stations.

Six television stations—all independently owned — reported no losses for the year. But it was felt that some others probably were reaching a break-even or black-ink status by the end of the year.

FM Revenue

Total FM revenue for 1949 was reported as $2.8 million, including 114 FM-only stations and 167 FM outlets operated separately by AM licensees. Expenses, cited just for the 114 FM-only stations since data for the other stations could not be separated from AM expenses, were given as $5.1 million for the year. This represented a net loss of $3.5 million for this group. The report indicated only three of the 114 stations did not report losses. FM income for 1948 was $1.7 million, expenses of FM-only stations $4.2 million and losses for the latter $3.1 million. FCC said 452 FM stations were involved in joint AM-FM operations in 1949 and hence reported no revenues.

Among AM stations, those which had been on the air two years or more reported an 0.8% drop in revenues and a 1.2% gain in expenses, for a 10% fall in net income.

The average income of these stations—which numbered 1,466—was

(Continued on page 59)

* * *

ALL NETWORKS AND STATIONS—AM, FM, AND TV

Estimated 1949 Revenues, Expenses and Income

Total Revenues

	1949	1948	Percent Change from 1948
	(millions)		
AM and FM	$426.0	$408.1	+ 4.4
TV	33.8	8.7	+288.0
Industry Total	$459.8	$416.8	+ 10.3
Total Expenses			
AM and FM	$366.9	$347.1	+ 5.7
TV	58.1	23.6	+140.0
Industry Total	$425.0	$370.7	+ 14.4
Income (Before Federal Income Tax)			
AM and FM	$ 59.1	$ 61.0	— 3.1
TV	(24.3)	(14.9)	—
Industry Total	$ 34.8	$ 46.1	— 24.5

( ) Denotes loss.

SPLIT SALES PROMOTION

Proposed in NAB Resolutions

SEPARATION of NAB sales promotion activities on behalf of aural and visual radio media was proposed at the NAB Management Conference in Chicago last week.

Proposal to study this separation was approved by the membership at its Tuesday morning business session. No formal action in this direction was taken prior to the close of the convention.

The idea of splitting the activities developed within the convention Resolutions Committee, headed by Paul W. Morency, WTIC Hartford. The orginal resolution was amended on the floor, at the suggestion of Glenn Shaw, KLX Oakland, District 15 director. Mr. Shaw observed that the resolution did not make clear whether the separation was to take all sales promotion out of NAB proper or merely divide the activities within NAB.

The committee felt the two media are directly competitive. While the plan is still in nebulous shape pending a study of the idea, it appeared to envision a sort of a radio advertising bureau and a television advertising bureau.

Outside Listening Study

In adopting resolutions the convention called for a study of procedure by which the extent of auto, outside-of-home radios and multiple in-home sets can be shown, along with listening in public places. The convention thanked Dr. Kenneth H. Baker, NAB research director on loan to BMB as acting president, for his work on behalf of BMB.

Proposal to ask TV set makers to install FM tuners in all television receivers was adopted. The resolution was suggested by the Monday morning FM meeting.

Other resolutions thanked FCC Chairman Wayne Coy and other principal speakers for their contributions; praised work of the Convention Sites & Policy Committee under Chairman Howard Lane, WJJD Chicago; approved work of the Advertising Council, BMI on its 10th anniversary, Voice of Democracy Committee, banquet program, effort to obtain per program ASCAP fees for television.

Passage of the McFarland Bill (S 1973) as it passed the Senate in 1949 was advocated. Acts of the NAB officers and directors were ratified.

Special tribute was paid to NAB President Justin Miller in a resolution adopted unanimously. The action brought applause from the floor. Another resolution endorsed board appointment of William B. Ryan, KFI Los Angeles, as NAB general manager and pledged support to him.

Two resolutions were submitted from the floor and adopted unanimously. They voiced praise for the labor relations discussion Monday afternoon and expressed approval of the accomplishments of Broadcast Advertising Bureau. Texts of resolutions covering association business follow:

BE IT RESOLVED . . . that this, the Tenth Anniversary of Broadcast Music Inc., offers to the broadcasting industry an opportunity to review the achievements of BMI.

In 1939, the broadcasting industry was faced with demands which would have doubled the payments to be made by the industry for music licensing and caused important segments of the industry to operate at a loss. At this point, the broadcasting industry, with a unanimity and courage, of which it has reason to be proud, founded BMI. Against odds and difficulties which can hardly be exaggerated, BMI furnished to the broadcasting industry by Jan. 1, 1941, a music catalogue which permitted the industry to operate for most of that year without diminution of listener interest or advertising revenue. Since that date, BMI has steadily increased the extent and quality of its repertory and the effectiveness of its service, and it has now substantially restored competition to a field in which monopoly hitherto existed.

As a result of the healthy competition so created, the broadcasting industry has been able to enjoy the music of BMI, and of its competitors, at a percentage of its revenue, lower than that previously paid to a single licensing agency and at approximately half of the percentage that would have been exacted had it not been for the successful intervention of BMI. In addition, BMI has exerted a healthful influence in the entire licensing field, and has opened the door of opportunity to innumerable writers and publishing enterprises which, without it, would have never seen the light of day.

To the founders of BMI, who had the vision and courage to see the future; to its directors, who have unselfishly and wisely guided its course; to the authors and publishers who have aided in making its catalogues great; and to its diligent and able management and staff, the broadcasting industry extends congratulations and good wishes, and pledges its continuing support.

BE IT RESOLVED that the NAB record their appreciation for the excellent work of the Advertising Council in putting to work the tremendous force of advertising for the benefit and welfare of all the citizens of this country, and the members here assembled do recommend the support of the Advertising Council.

BE IT RESOLVED that the NAB . . . recommend that the NAB board of directors institute a study looking toward the separation of NAB sales promotional activities in the fields of television and radio, whether or not sales promotion activities remain within or without the NAB.

WHEREAS there is a need to show the full extent of listening and size of audience in standard radio,

BE IT RESOLVED . . . that the NAB board of directors examine the best possible procedures in order to ascertain the amount and type of radio listening as represented by automobile radios, outside-of-home radios and multiple sets in the home as well as listening in public places.

The Resolutions Committee has been requested by those in the FM session to present the following resolutions:

That the FM members of NAB re-

(Continued on page 57)

WARREN E. AUSTIN, U. S. representative to the United Nations, and Herman W. Steinkraus, president of the U. S. Chamber of Commerce (seated, l and r), were honored guests at the NAB management session's opening luncheon Monday. They addressed broadcasters later that afternoon. With them are (standing, l to r), Frank U. Fletcher, NAB FM director-at-large and co-owner of WARL Arlington, Va., and Howard Lane, chairman of the convention sites and policies committee, NAB director-at-large and radio director of Field Enterprises, Chicago.

BROADCASTERS' ROLE

Seen As Arbiters

BROADCASTERS must face the fact today that they are "important arbiters in an uneasy world," Howard Lane, chairman of the NAB Convention Sites and Policies Committee, declared at Monday's luncheon as he opened the 28th annual convention.

"The salvation of our nation, and other nations throughout the universe, depends largely upon the knowledge acquired by the people; upon the clarity with which such knowledge is transmitted into the homes of America; and consequently upon the judgment we use, as broadcasters, in programming our stations," he said.

Mr. Lane's remarks prefaced introduction of BMI board members, who were seated at the head table in honor of BMI's tenth anniversary. Carl Haverlin, president of the organization, spoke briefly and a musical interlude saluted a recorded BMI hit tune for each of the first nine years of BMI's existence, climaxed by a live rendition of a 1950 song by Vivian Adams, soprano.

Mr. Haverlin reported that BMI had recently signed Carl Sandburg's "American Song Bag."

Background Outlined

Tracing NAB's growth from 60 members in 1923, Mr. Lane observed that the association's purpose was "not unlike the purpose which motivates the formation of governments." The founders recognized the need for cohesive action on a broad national scale "to protect their own self-interest, of course, and to provide an arena in which they could exchange ideas and, as a result, improve their service to the American audience."

Urging unity, he noted, however, that "this is not a unity that is easy to accomplish if one reduces his perspective to the dimensions of his own operation and stops there."

"We have a majority problem in radio as we do have in government and that majority problem is to resolve our differences and stick to our decisions on policy and program," Mr. Lane asserted. "If you take from our conferences here a sense of the dignity of broadcasting and an evaluation of your importance in the greatest experiment of living together that has ever been undertaken by mankind, you take much—and you will be enriched for having been here."

BOARD NAMES RYAN

NAB Gen. Manager

NAB's general operations come under the direct control of a general manager starting May 1 when William B. Ryan, KFI Los Angeles, takes office at Washington headquarters.

Mr. Ryan

Appointment of the top-level administrator was made by the NAB board at a meeting held just prior to opening of the Management Conference at the Stevens Hotel, Chicago. Mr. Ryan is given full power to hire and fire as well as to direct departmental operations, with the exception of the president's and general counsel's office and the secretary-treasurer.

The action brings back to NAB an administrator, a function abandoned by the board last summer when the office of executive vice president was abolished.

Advisory Group Reports

In discussing the appointment, main item on the board's convention agenda, the board heard a report by a special board subcommittee headed by Clair R. McCollough, WGAL Lancaster, Pa. This subcommittee was elected by the board at its February meeting to advise with President Justin Miller on appointment of the new general manager.

Mr. McCollough read the recommendation of the subcommittee, based on a series of discussions with Mr. Ryan whose name had led the field of candidates from the beginning. The five-man committee is understood to have voted for Mr. Ryan 4-1, a minority report dealing with the attitude of a group of smaller stations. A letter from William J. Beaton, KWKW Pasadena, Calif., president of the Southern California Broadcasters Assn., was read to the board. It favored Mr. Ryan's appointment.

The board's vote on the election of Mr. Ryan was 18 in favor and 5 not voting. Those who did not vote, it is understood, were Allen M. Woodall, WDAK Columbus, Ga., District 5 director; James D. Shouse, WLW Cincinnati, director-at-large for large stations; Calvin J. Smith, KFAC Los Angeles, District 16 director; Merrill Lindsay, WSOY Decatur, Ill., retiring as small-stations director; Glenn Shaw, KLX Oakland, Calif., District 15.

Mr. Ryan is retained at a salary of $25,000 a year, with the board agreeing to payment of his expense of moving from Los Angeles to Washington. The contract carries a three-year clause but is cancellable on one year's notice.

Creation of the general managership was voted by the board last February because it was felt Judge Miller could not handle top-level contacts and participate in a long list of activities while carrying responsibility of the business management of the association.

Secretary-treasurer C. E. Arney Jr. will report to Mr. Ryan on his general functions. Heretofore he has reported to the president. Under the by-laws he is elected annually by the board.

So far there has been no indication of any early changes in the organization. Mr. Ryan will have authority to direct personnel operations.

A Broadcaster Since 1937

Mr. Ryan has been in broadcasting since 1937, and since 1943 has been general manager of KFI (see biographical sketch, BROADCASTING, April 17).

In the January board elections Mr. Ryan was elected a director-at-large for large stations. He has resigned to take the headquarters post. The board will name his successor later, probably at the next meeting to be held at Washington in June.

Mr. Ryan said he could give no information on his successor as KFI general manager.

After disposing of the Ryan appointment, the board voted to table a plan for Judge Miller to attend a meeting of the Inter-American Assn. of Broadcasters to be held in the late summer in Brazil and to investigate U. S. information services in Latin America as suggested by Mark Ethridge, chairman of the U. S. Advisory Commission on Information.

The board went into the Washington regulatory situation by adopting a resolution opposing Reorganization Plan No. 11, sent to Congress by the President. This plan would transfer from the FCC to the FCC chairman many important executive and administrative functions.

In the board's opinion the plan "perverts the recommendations of the Hoover Commission on Organization of the Executive Branch of the government, and is in conflict with existing law."

Chairman's Proposed Functions

Among functions transferred to the FCC chairman would be appointment and supervision of personnel employed under the Commission, distribution of business among such personnel and among administrative units of the FCC, and the use and expenditure of funds.

Also on record as opposed to Plan No. 11 are Chairman Edwin C. Johnson (D-Col.), chairman of the Senate Committee on Interstate & Foreign Commerce as well as the Federal Communications Bar Assn.

FCBA had contended: "The practical effect of the plan is to destroy the basic idea of checks and balances in a representative form of government and establishes a regulatory agency wholly responsible to the executive. The legislative concept was to create a Communications Commission composed of seven members of equal rank, of whom not more than four could belong to the same political party. Plan 11 breaks up equality of duties and responsibilities of the Commissioners and substitutes therefor a chairman who has all of the duties and responsibilities of the other six members plus enormous executive and administrative functions (no definitions are given as to what is executive and what is administrative), and six Commissioners with a reduced, restricted and limited amount of duties and responsibilities. In all frankness and candor it would seem that Plan 11 makes a sham of a nonpartisan agency. There would seem to be little, if any reason for the other six Commissioners if Plan 11 is otherwise sound."

Text of the resolution adopted by the board follows:

WHEREAS, the President of the United States has transmitted Reorganization Plan No. 11 to Congress, which plan would transfer from the

(Continued on page 52)

Text of the Ryan-NAB Contract

THREE-YEAR pact between NAB and William B. Ryan, elected April 15 by the NAB board to fill the new post of general manager, follows:

Dear Mr. Ryan:

Pursuant to the action of the Board of Directors of the NAB, I am authorized to announce your appointment as general manager of the association, at a salary of $25,000 per annum, for a term of three years commencing May 1, 1950, with the understanding that the contract may be terminated at any time by either you or us upon not less than one year's written notice.

It is further understood that the NAB will pay all reasonable costs necessarily incurred for transporting yourself, your family and your home furnishings from Los Angeles, Calif. to Washington, D. C.

The Board of Directors approved the report of its Advisory Committee for the Selection of a General Manager, which contained the specifications as to the scope of the General Manager's job. For your guidance, these specifications are set out as follows:

1. It is primarily an inside job. For example, the incumbent will not ordinarily be expected to engage in speech-making or in general "outside" public relations activities;
2. The job involves the performance of much the same type of duties as those customarily performed by the General Manager of a typical business corporation. The General Manager will exercise supervisory control over finances, income, expenditures, accounting, audits and the preparation of budgets;
3. The General Manager will also exercise supervisory control over all Departments, except that of the President and the General Counsel. This supervisory and policy level work will be delegated by the President within the area specified in the By-Laws of the Association, Article VII, Section 1, Paragraph 2. The General Manager shall have a sufficient delegation of power from the President to give him actual control over all members of the staff of NAB, except the President and the General Counsel, in order that there may be no question concerning his right to inquire into every detail of every operation, and to require appropriate action following such inquiry.
4. The General Manager shall also be in charge of the function of securing and retaining members for NAB. To assist him in this work he will have the services of one full-time man, and may call upon such members of the staff, as may be available and qualified, for assistance in special types of membership work, by planning campaigns, special contacts, etc., in various categories of the membership.

This letter, when signed by you and by me as President of the NAB, will constitute the agreement under which you are employed as General Manager of the Association. It is understood that this agreement shall be construed in accordance with the laws of the District of Columbia.

(Signed) Justin Miller, President
(Signed) William B. Ryan

BAM INCORPORATES

BMB Successor Opens May 9

FORMATION of a new Broadcast Audience Measurement Inc. to take over future industry coverage service got under way last Tuesday when incorporation papers were filed in Wilmington, Del.

Capitalization at a million-dollar figure is authorized under the charter as drafted by NAB's Audience Measurement Committee, which met Tuesday afternoon during the NAB convention in Chicago.

Corporation officers will be announced in the near future and the enterprise will be in operation by May 9, when the Broadcast Measurement Bureau board is scheduled to meet. This skeleton corporation will provide the basis of a new measurement enterprise which will succeed BMB and will permit BMB liquidation at relatively small expenditure.

Incorporators of BAM are Henry P. Johnstone, WSGN Birmingham; J. Harold Ryan, WSPD Toledo; Charles C. Caley, WMBD Peoria, Ill.; Frank M. King, WMBR Jacksonville, Fla.; Clyde Rembert, KRLD Dallas; Robert T. Mason, WMRN Marion, Ohio.

The BMB-BAM situation was discussed at the Tuesday morning business meeting of the convention but it drew few comments from the floor.

TRANSIT RADIO'S GROWTH

Thomas Outlines Progress

TRANSIT RADIO is the "first truly complete retail medium using radio" for transmission and affords the only way for FM broadcasters "to realize a profit on an FM investment in the immediate future." Furthermore, "there is nothing wrong with FM that listeners and advertisers will not rectify."

These observations were placed before FM operators during the annual NAB Convention in Chicago last week by C. L. (Chet) Thomas, president of Transit Radio Inc. Mr. Thomas addressed a special FM session last Monday on the subject, "Transit Radio —A Retail Medium." In view of its success in this field, BROADCASTING herewith publishes the full text of Mr. Thomas' speech:

Transit Radio is a large subject. To explain its origin and subsequent development will more than consume the 10 minutes allotted to me this morning. It should suffice to mention that our home office is in Cincinnati. Our sales offices are in New York, Chicago, Dallas and Atlanta. The officers and directors are broadcasters with many years of practical experience. The first Transit Radio equipped vehicle climbed the hills of Cincinnati scarcely two years ago. In my own city of St. Louis we equipped 20 vehicles for testing purposes in July of 1948. In January 1949 we had completed installation of the 100th vehicle and in October 1949 1,000 radio equipped vehicles were placed in daily service. We are young in years, but old in experience. All we need is the passage of a bit more time to enable TR to develop its full potential. Frequency modulation made TR possible. Turn about is fair play. Transit Radio broadcasters will provide a firm financial foundation to make FM possible. There is nothing wrong with FM that listeners and advertisers will not rectify. TR is attracting listeners and sponsors in increasing volume daily.

Convinced of Value

We who have pioneered a new and exciting radio medium are convinced that TR is the first truly complete retail medium using radio as a means of transmission. TR reaches and sells millions of riders daily while these riders are in transit to the point of purchase. Visualize the effectiveness of an announcement addressed to women who are enroute to department stores, specialty shops, etc. in which these buyers are informed by radio that a sale on coats, blouses, hats, etc. is being held at such and such a store. We know by actual test that Transit Radio sells merchandise. Here are few case histories:

In 18 weeks Ipana toothpaste increased its dollar sales by 67% in one TR market. It also increased its share of total dentifrice business by 83%.

Nervine, manufactured by Niles Labs., increased sales 124.5% in 12 weeks in one market.

Swift & Co. boosted sales for its shortening product 51% in seven months in still another market.

Fanny Farmer Candies were running 7% behind in sales for the same period in the preceding year in a pioneer TR market. The use of TR reversed the trend and showed a 7% gain in the following period.

These are documented stories and there are many more to relate.

The plus factors of TR are many in number. To mention a few:

(1) A counted, guaranteed audience.

(2) Riders are in motion and able to act on a sales message almost instantly.

(3) TR cost is low—generally less than $1 per thousand, plus a bonus of home listeners.

(4) Everyone able to hear can hear the announcements because of the uniform dispersal of signal throughout vehicles.

(5) The public has and continues to register approval averaging 90%.

(6) Broadcasters should take note that TV cannot affect TR audiences.

Currently there are 23 cities under contract to transportation systems and Transit Radio Inc. A year ago there were five. Next year—?—I can only guess, but we are on the move and gaining momentum every day. Be assured that TR is here to stay and, in time, will be recognized as the sixth established media. It will reach the stature of radio, outdoor, newspapers, magazines and direct mail. It will continue to grow and command an ever larger degree of respect and attention from American business. It is a public service of proven value and is considered an important factor in civilian defense plans on a local and national level.

Cost Question

A question frequently asked of me is—"How much does it cost to equip vehicles?" We have very detailed cost figures based on the experience of markets now equipped. An average is $200 per vehicle. This includes a receiver, antenna, six loudspeakers, connecting cable and labor. The next question usually asked is how many vehicles are available in my city. Accurate figures can be supplied by your transit system, but here are a few examples:

The totals given include streetcars, motor coaches and trolley coaches.

Philadelphia	3,250
Salt Lake City	150
New Orleans	691
Dallas	601
Portland, Ore.	481
Omaha	350
Milwaukee	1,152
Atlanta	847

Generally speaking, the number of rides (not riders) per day in cities of 100,000 or more is equal to the population of the area served by the transit system. Some ride twice a day, others more frequently. The potential audience per month available on public vehicles staggers the mind. In 23 markets there are 3,300 vehicles equipped with receivers, antennas and loudspeakers. When these markets are completely equipped the average monthly rides will total 215,900,000. So there will be no misunderstanding, the total given is the aggregate of rides in each city for the number of hours the transit system operates. The population in the cities now fully or partially equipped exceeds 10,500,000 and the number of families exceeds 3,200,000. Gentlemen, Transit Radio is big business and it's growing larger day by day.

TR's Arguments

In a recent article published in BROADCASTING, I developed four main arguments in favor of TR. They are:

(1) The riders of public transportation like Transit Radio.

(2) TR helps the transit companies provide sound, efficient and economical service.

(3) Transit Radio is a main support of FM aural radio.

(4) Transit Radio makes it possible for the drivers of buses and streetcars to meet emergencies.

These four, plus its tremendous sales impact and public service attributes, make it worthy of serious study by all FM broadcasters. Two points I have not mentioned thus far:

(1) Are TR stations making money?

(2) What about minority groups?

In answer to the first question—I know of stations grossing $8,000, $10,000 and $11,000 per month. That is a respectable gross for any FM station. It is an indicative gross for a TR station in view of the youthfulness of Transit Radio, but is far from the potential earning power of most TR stations. TR stations grossing $10,000 or more per month do not necessarily

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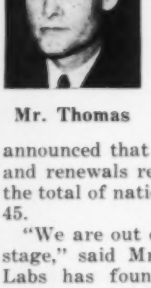
TR ELECTS

Crisler, Thomas And Kobak Named

RICHARD C. CRISLER, executive vice president of Transit Radio Inc., was elected president and a director, and C. L. Thomas, president, was named chairman of the executive committee at a meeting of the TR board April 16 in Chicago. Edgar Kobak, former president of Mutual and now a consultant, was elected to the executive committee.

Forty broadcasters attended a meeting of TR affiliates April 17 at which Hulbert Taft Jr., board chairman, reported a gain of 15 TR cities within the past year for a total of 23. He predicted that by the end of 1950 more than 50 cities will be TR equipped. Frank E. Pellegrin, vice president in charge of sales, announced that 11 new advertisers and renewals recently had brought the total of national TR accounts to 45.



Mr. Thomas

"We are out of the experimental stage," said Mr. Pellegrin. "Miles Labs has found that one of its products, which showed a 124% increase in a test market, has held up through Transit Radio. Fanny Farmer Candy has cracked the Cincinnati market, where Maud Muller and Mary Lee brands were entrenched."

He urged prospective TR affiliates to join up "as the addition of each new market greatly stimulates sales."

Mr. Taft disclosed that WCTS (FM) Cincinnati, which he heads, is taping its entire program structure at a considerable saving. He said Cincinnati's four largest department stores are using TR, as is the "whole amusement field." Long term contracts now are the rule in the Cincinnati TR picture.

Mr. Thomas reported that KXOK-FM St. Louis, of which he is general manager, showed an increase in first quarter billings of 364% over the same period of 1949, or approximately $27,000 gross as compared with $7,200. Station now has receivers installed in 1,000 busses and street cars.

Mr. Thomas predicted that broadcasters in Transit Radio "will make more than they've ever made in AM radio."

"And I'm not one to write off AM because of the gains of TV," he added. "No other medium can hurt Transit Radio, neither AM nor TV."

TR's western manager, Carlin French, reported that a major advertiser has admitted his concern over TV's inroads into AM with the result that "his interest in Transit Radio is aroused."

Mr. Crisler

Mr. Kobak

LABOR-RELATIONS

Problems Treated

LABOR - MANAGEMENT problems were "negotiated" by two station and two union officials in a notably amicable panel discussion at the Monday afternoon session of the NAB Convention.

The "agreement" reached by the bargainers: Mutual understanding, honesty and fair play are vital to successful labor-management relations.

C. L. Thomas, general manager of KXOK and KXOK-FM St. Louis, and Harold Essex, vice president and managing director of WSJS and WSJS-FM Winston-Salem, represented management, while Lawson Wimberly, international director of the Radio Division of International Brotherhood of Electrical Workers, and Raymond Jones, Midwest regional director of the American Federation of Radio Artists, represented labor. NAB President Justin Miller was moderator.

Understanding 'Imperative'

Opening the discussion, Mr. Thomas called it "imperative" that union and management understand each other, and outlined "five points which station management considers of paramount importance":

1. Unions must realize that radio is engaged in "a titanic struggle for existence" and that stations, still facing rising costs, must be free of pressures for unreasonable additional cost increases.

2. Heavy investments are being required of broadcasters to replace outworn equipment, much of it pre-war material, and to expand into allied fields.

3. Employe efficiency should be increased through job-training programs, and make-work positions should be eliminated.

4. Negotiations must be realistic, and national unions must be in a position to reason with unreasonable locals—"and that works both ways."

5. Sound labor-management relations are based on an awareness that employes and employers have a mutual interest, a recognition of "the other fellow's problems," and an approach showing "good faith on both sides."

Mr. Thomas cautioned unions that they should not try to superimpose nation-wide or even area-wide patterns upon particular stations.

Mr. Wimberly stressed the "duty and responsibility" of both sides to "do the appropriate thing" in their dealings with each other. Both sides should undertake to accomplish mutual objectives rather than attempt to exercise all the legal "rights" they have, he declared.

He saw no need for strikes, asserting that instead each side should try to understand the other's viewpoints.

"The better we understand each other's problems and viewpoints, the better we get along together," Mr. Wimberly asserted.

Under questioning by Judge Miller, Mr. Jones said the major problems which employes expect their unions to solve include money; elimination or curtailment of split shifts; vacations; holiday work; five-day week; employment security ("not featherbedding"); recognition of union shops, and stability of operations. To these Mr. Wimberly added seniority rights, and arbitration of unfair dismissals and of disagreements over contracts.

The union spokesmen agreed with Mr. Thomas that arbitration is not as good as negotiation, but felt it is a desirable last resort for the avoidance of strikes. Mr. Wimberly said IBEW, with some 400 contracts, hasn't averaged a dozen arbitration cases a year.

Both the station and union officials lauded radio's labor-management relations record, but Mr. Essex drew a round of applause when he observed it would be "wonderful" if Mr. Wimberly would send his speech "down the line" over his signature.

The IBEW official told Mr. Thomas it was not national policy to require the employment of two men to operate dual transmitters standing side-by-side, so long as one man can do the job without making errors for which he may be charged.

Mr. Jones, answering another question, felt the payment of talent fees to announcers for special within-hours work is merited by the announcers and could serve as a cushion for broadcasters when the additional fees are paid by the advertisers.

Mr. Wimberly said a union would be "short-sighted" not to take economic factors into consideration when making its demands upon stations, but that stations should not seek shelter unfairly in such factors.

Reasonable Profit

To a question posed by Mr. Thomas, the AFRA executive said he felt that, if he were a broadcaster, he would be entitled to a "reasonable profit" from his operations, but was not able to define "reasonable profit."

"I'm not that much of an expert," he asserted.

Mr. Essex summed up management's case, pointing out that few industries match radio's average wage scales. He asserted his belief that employes not only have a right to bargain collectively, but also have a right not to do so, according to their wishes. Even in non-union stations, he noted, good wage scales generally exist.

Mr. Jones, in a summary of the union case, said good labor-management relations depend upon mutual trust until it is shown to be unjustified; an understanding and appreciation of mutual objectives; maintenance of the *status quo* while negotiations are in progress; acceptance of contracts in good faith by both sides, and honest, direct and sincere negotiations.

FOR distinguished service during the past year, J. Leonard Reinsch (l), managing director of the James M. Cox stations, was awarded custody of the VIP plaque for 1950 at fifth annual reunion of U. S. Radio Mission to Europe, held in Chicago last Sunday. With Mr. Reinsch are (l to r): NAB President Justin Miller; VIP Dinner Chairman Clair R. McCullough, president, Steinman stations, and Poet Laureate Robert D. Swezey, general manager of WDSU-AM-FM-TV New Orleans. In accordance with VIP custom, nature of Mr. Reinsch's service was not disclosed. Selection was made by a secret committee.

FM PLANS

Operators Stress Profit Theme

AT A GLOOMY period in the life of FM broadcasting, this relatively new medium stopped, took stock, and came forth with a series of practical money-making plans during NAB convention week.

This temporary halt in the medium's shaky career occurred as the kickoff feature of the Management Conference at Chicago last Monday. It occurred as a heavy representation of NAB leadership joined some 300 members in a frank discussion of FM problems.

For perhaps the first time in FM history, one operator declared, FM station operators did a minimum of dreaming and talking through their electronic hats and threw their money-making ideas into a common pool. Out of this pool, many of those at the meeting declared, should come operating ideas that will help many shaky stations at this critical period in FM's history.

After a morning of instructive talks and seat-of-the-pants discussion, C. M. Jansky Jr., of Jansky & Bailey and one of FM's pioneers as well as progenitors, said he had heard "more and better examples of business ability than at any past FM meeting." He added that he had served on the old FM Assn. board.

Resolution Adopted

One resolution was adopted by the FM group on motion of Ben Strouse, WWDC-FM Washington and NAB director-at-large for FM stations. It asked the NAB Resolutions Committee to submit a resolution asking TV set makers to include FM tuners in their sets.

Final action was a tribute to Ed Sellers, director of the NAB FM Dept., for his work on behalf of the medium.

Deep note of concern developed over fear that if AM stations build up their FM affiliates into profitable stations with wide followings, then the FCC might come along and slap on a duopoly ban forbidding a joint operation. This fear was raised by Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.

Mr. Diehm recalled that in 1947 ex-FCC Chairman Charles R. Denny had "black-whipped many of us into FM" and added that Wayne Coy, present Chairman, recently had blamed the industry "for the flop of FM."

Morris Novik, WDET-WCVO New York, who has directed construction of a group of FM labor stations, criticized manufacturers for failing to include an FM tuner in TV sets when the tuner costs only $2.22. He contended stations and the people are getting a "rooking."

With Matthew Bonebrake, KOCY-AM-FM Oklahoma City,

(Continued on page 58)

INDEPENDENT'S AIMS

More Aggressive Selling Demanded

DEMANDS for more aggressive selling and increased resistance to rate-cut pressures, coupled with an exploration of program resources, highlighted Sunday's Unaffiliated Stations sessions in Chicago preceding the NAB convention.

Edgar Kobak, business consultant, part owner of WTWA Thomson, Ga., and former president of Mutual, now a member of the NAB board, in a luncheon speech also demanded that NAB convention programs be revitalized and called for industry self-scrutiny and a new look at NAB itself [BROADCASTING, April 17].

The program was under the direction of Lee W. Jacobs, WBKR Baker, Ore., who said main credit for its arrangement should go to Ted Cott, recently appointed manager of NBC's WNBC-AM-FM and WNBX (TV) New York, who sent greetings. Mr. Cott is former manager of the Unaffiliated Stations Committee. Other members: Mr. Jacobs; Melvin Drake, WDGY Minneapolis; Patt MacDonald, WHHM Memphis, and Glenn Shaw, KLX Oakland, with Bob Maynard, WSVS Crewe, Va., and Ben Strouse, WWDC Washington, as alternates.

Urges Orientation

In his welcoming address Mr. Jacobs called on broadcasters to quit taking criticism of the medium lying down, urging an "aggressive job of selling the industry." He advised independents to start "a truthful program of education to tell the public when they will get TV," and listed a number of examples of growing recognition of the independent from agencies and advertisers.

An estimated 300 persons attended the sessions.

Dr. Sydney Roslow, director of the Pulse Inc., cited a series of data showing the growth and extent of the out-of-home audience. A recent New York breakdown, he said, showed 43.5% of this audience listening in autos, 25.5% while visiting, 18.9% at work and 3.9% in restaurants and bars. The auto and visiting classes are growing, he said. Some listening was done outdoors, in stores and in institutions, he asserted.

Over nine out of 10 taverns and restaurants have radios, Dr. Roslow said. Other figures showed nearly three out of four autos equipped with radio sets. Auto listening ranges from 20.8% to 23.5% of sets in use at noon to 32% and upward in the afternoon and evening, according to a Boston study in 1948, ranging up to 35.9% in the morning rush hour and 39.5% at 5-7 p.m. in a more recent New York study. High figures were found, also, for the Los Angeles market.

Dr. Roslow declared that in New York last February, 18.4% of all persons aged five and up had listened to the radio away from home during the day, with 35.5% of homes having some member of the family listening out of the home during the day. Last August, the peak out-of-home audience was at 3-4 p.m. when the out-of-home listeners were equivalent to 58.6% of the number listening at home. This high figure reflected baseball listening in New York.

Independents' Audience Large

In terms of homes, he said, the proportion with listeners out of the home ranged from 4.9% to 17.6% of the homes with listeners at home. He declared that out-of-home studies show independent stations getting 88.7% of the restaurant-tavern radio audience in New York, 76.8% in a Boston study. Other figures showed independents enjoying heavy shares of the out-of-home audience. He said the out-of-home audience should be measured in all markets.

Norman Glenn, editor and publisher of *Sponsor*, cited data on the extent of multiple and out-of-home listening.

Mr. Kobak, speaking at the Independent's Day luncheon, took a broad look at many industry problems.

He urged a reappraisal and modernizing of the basic rate structures of radio and television; resistance to "pressures" for rate cuts, particularly in AM; strengthening of NAB convention programs by putting more emphasis on programs, selling, promotion and management; more aggressive selling as distinguished from merely "accepting orders," and a reappraisal of NAB services and organization approached from the standpoint of "how we would organize and run the NAB if we were just starting it."

"Self regulation is the secret of successful business operation in this country and self-examination is an important phase of making a business or industry a success," he declared, adding:

Blue Book Needed

"Perhaps our industry ought to get out its own shade of Blue Book and take a good look at itself—let's not wait for some ambitious group in the District of Columbia to get out a new edition."

Mr. Kobak warned that a few lapses into poor taste can give the entire industry "a black eye." Management, he said, must see that the Standards of Practice are followed. Self-policing, he warned, is "something we must do—or others will attempt to do it for us. And no one wants that."

He cautioned that the various media should quit fighting among themselves. Each medium, he said, should sell its own strength and

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RESEARCH for "indies" was a before-luncheon table topic at NAB's independent session, with Patt McDonald (l), manager, WHHM Memphis, and Ben Strouse (center), vice president and general manager, WWDC Washington, exchanging viewpoints with Dr. Sydney Roslow, president, The Pulse Inc.

AMONG 500 guests at the luncheon for executives of independent stations at the NAB were (l to r): Ralph N. Weil, general manager, WOV New York; Glenn C. Shaw, general manager, KLX Oakland, Calif.; Edward Gruskin, chief radio officer, ECA, and Pierre Crenesse, director, French Broadcasting System in North America.

TENTH anniversary of Broadcast Music Inc. brings congratulatory comments from Judge Justin Miller (l), president of NAB, at the day-long independent's session April 16. Carl Haverlin, BMI president, appeared with him at the speakers' table.

INDEPENDENT'S luncheon on Sunday was highlighted with address by Edgar Kobak (l), business consultant and former president of Mutual. Checking a discussion point with him is Lee Jacobs, president of KBKR Baker, Ore., who presided.

ABC AFFILIATE-EXECUTIVE quintet at ABC Chicago meeting (l to r): Roger Clipp, WFIL Philadelphia; Harold Hough, WBAP Fort Worth; Robert E. Kintner, ABC president; Pat Williams, WING Dayton; Edward J. Noble, ABC board chairman.

* * *

LUNCHEON group at ABC gathering in Chicago included (l to r): Ernest Lee Jahncke Jr., ABC stations vice president; Frank Carmen, KUTA Salt Lake City; Owen Uridge, WQAM Miami; John H. Norton Jr., ABC Central Division vice president.

* * *

ABC SEPARATION

Radio-TV Unit Affected

SEPARATION of the ABC Stations Dept.'s radio and television functions into separate units, effective May 1, was announced last Monday at a meeting of ABC's Stations Planning and Advisory Committee meeting in Chicago.

Ernest Lee Jahncke Jr., vice president in charge of stations, announced the appointment of James H. Connolly as director of radio stations and of Otto Brandt, director of the network's stations department, as director of television stations. Mr. Connolly, with ABC since 1944, has been in the network's Stations Dept., in charge of stations between the Mississippi and the Rockies, also representing West Coast stations in New York.

Mr. Jahncke pointed out that the changes bring the stations division organization into line with the radio-TV separation principle already in effect where sales and programs are concerned. They follow the ABC principle of overall integration while establishing separation of the radio and television functions at a lower leve'.

"This reorganization, which was announced to and warmly received by members of ABC's Stations Planning and Advisory Committee, was brought about by the heavy increase in the every-day activities of the Stations Dept.," he said.

"Under this new setup we feel that the department will be provided with additional strength and increased efficiency in serving both AM and TV affiliates."

Network officials on hand for the SPAC meeting included Board Chairman Edward J. Noble; Vice Chairman Mark Woods; President Robert E. Kintner; Joseph A. McDonald, vice president, secretary and general attorney; John H. Norton, vice president in charge of the Central Division; Mr. Jahncke, and other members of the Stations Dept.

SPAC members attending the meeting included Roger W. Clipp, WFIL Philadelphia, chairman; Owen Uridge, WQAM Miami; J. P. Williams, WING Dayton; Henry P. Johnston, WSGN Birmingham; Harold Hough, WBAP Fort Worth; E. K. Hartenbower, KCMO Kansas City; Frank Carman, KUTA Salt Lake City, and Jack Gross, KFMB San Diego. Mr. Gross was substituting for Arch Morton, KJR Seattle.

WBEN STAFF

Thompson, Kelly Promoted

A. H. KIRCHHOFER, vice president of WBEN Inc., Buffalo, N. Y., has announced organizational changes at WBEN-AM-FM-TV to enable the stations effectively to carry on the increasing operations resulting from television.

C. Robert Thompson, who has been station manager, was named general manager. In his new capacity, it was stated, Mr. Thompson will continue to supervise all WBEN activities, as in the past, but also will concentrate upon the work of WBEN-TV.

Also announced was promotion to manager of Frank W. Kelly who has been assistant station manager in charge of sales.

Ryan's KFI Post

KFI Los Angeles will make no appointment to the general managership for several weeks, according to Earle C. Anthony, station president. The position becomes vacant through election of William B. Ryan, general manager since 1943, to the new general managership of NAB. Mr. Ryan will assume office at NAB May 1 (see story page 23). Mr. Anthony said no one is being considered as successor nor is any appointment in the offing.

NBC PROGRAMS

Fifty Summer Shows Ready

DESPITE the absence of a radio program chief at NBC, the network's program department is in a state of unprecedented activity preparing for the summer season with two shows on tab for every one now on the network.

The department has approximately 50 programs ready to be aired and although only 16 summer replacements are needed at the moment, NBC is set for any possible last minute change in the schedule.

FCC REORGANIZATION

Hearing Opens

HEARINGS on a resolution by Sen. Edwin C. Johnson (D-Col.) urging rejection of President Truman's plan to vest FCC's executive and administrative functions in the Chairman [BROADCASTING, April 17] are slated to get underway today (Monday), with Senator Johnson as leadoff witness.

FCC Chairman Wayne Coy has indicated he will be available for appearance tomorrow (Tuesday) before the Senate Executive Expenditures Committee, committee spokesmen said. In addition, NAB General Counsel Don Petty and Frank Roberson, chairman of the legislative committee of the Federal Communications Bar Assn., are scheduled to appear early this week, although no date had been set.

The committee plans to review three similar disapproving resolutions, introduced by Senator Johnson and covering other agencies. The resolutions will be covered as a "package," spokesmen said, with hearings to run through Wednesday and resume next week if necessary.

Despite the delay occasioned by hearings, authorities thought it likely that the resolutions would be passed on to the Senate for action well before May 24, deadline for rejection by one or both houses of Congress. Should that fail to materialize, the plans would become law under the Reorganization Act of 1949 which sets aside a 60-day period for action (excluding recess by either house).

Proposed Powers

The President's proposal, one of 21 affecting agencies, would give the FCC Chairman right to appoint and supervise personnel under him, mete out work assignments and to "hold The Commission's pursestrings" — in the view of many observers.

On behalf of NAB, Mr. Petty is expected to favor the Johnson resolution and oppose the President's plan, which it reportedly feels (1) does not follow express recommendations of the Hoover Commission reports; (2) does not adequately define the powers of the Chairman, and (3) leaves unclarified its effect on the Administrative Procedure Act covering appointment of hearing examiners.

Mr. Roberson of FCBA is expected to take a similar tack in his comments before the Senate committee.

Senator Johnson, head of the powerful Senate Interstate Commerce Committee, which paved the way for introduction of the resolution in the Senate, is also expected to reiterate his known opposition to the plan.

The Coloradoan takes exception on the ground that, aside from giving the FCC Chairman control of the Commission's "pursestrings" the plan would in effect transfer the Chairman from the legislative to the executive branch of the government. "An extremely important regulatory step" is involved as "a matter of principle," he feels. Many Congressional authorities have indicated they share that feeling [BROADCASTING, March 20].

AWAITING their turn to tee off in BROADCASTING'S tourney are: (l to r) Ralph Goshen, WBBM Chicago; Frank Parrish, KPHO Phoenix; Russell Eagan, Kirkland, Fleming, Green, Martin & Ellis, Washington; James Brown, WBBM Chicago; Roy Soderlund, Foote, Cone & Belding, Chicago.

IT looks like an impossible lie for S. (Bud) Fantle, KELO Sioux Falls, S. D., (in tree). Urging him to give the old college try are (l to r) Harold Gross, H. M. Gross Agency, Chicago; Robert Dolph, KFTM Fort Morgan, Col.; Neville Miller, Washington; Wiley Harris, WJDX Jackson, Miss.

SHOWING they mean business in preparing to display their iron shots are (l to r): Dan Meadow, RCA, Indianapolis; Joe Higgins, WTHI Terre Haute; Harry Dieter, Foote, Cone & Belding, Chicago.

THE score's the thing as Harry Burke (seated), KFAB Omaha, lends his shoulder and Al Schroeder (l), WOR New York (Chicago office), looks on while Jones Scovern, Free & Peters, New York, figures their totals.

COURAGEOUS man is Charles Grisham (center), Edward Petry & Co., Atlanta, as he gets ready to pedal off with tourneymates. "Passengers" are William Cartwright (l), Edward Petry & Co., Detroit, A. J. Schroder, NBC Chicago.

EQUI-DISTANT from the cup, this tourney quartet decides to try and make the rest of the distances billiard style. (L to r) Leslie Atlass Jr., WIND Chicago; Sil Aston, WAIT Chicago; Jack Davis, John Blair & Co., Chicago; Marv Rosene, WIND Chicago.

BRIEF pause during the BROADCASTING tournament is enjoyed by these Illinois linksmen (l to r): Jack Fisher, Fisher Agency, Chicago; John Carey, WIND Chicago; Merrill Lindsay (low gross winner), WSOY Decatur; Les Johnson, WHBF Rock Island.

CENTER of attention is Fred Klein (2nd left), Toni Co., Chicago, as he totes the figures after Tam O'Shanter tour. Watching him are (l to r) Jim Stirton, ABC Chicago; Jack Lamarr, Foote, Cone & Belding, Chicago; A. G. Wade, Wade Advertising, Chicago.

THESE exponents of the ancient and royal game, said to have first been played by Scottish kings, take time out for a breather. L to r are Carl Jewett and Robert Burow, both of WDAN Danville, Ill.; Robert Everett, Price, Robinson & Frank, Chicago; Max Everett, Everett-McKinney, New York.

ENJOYING a between-holes chat are these four competitors (l to r): Bruce Bryant and M. Harms, both of Edward Petry & Co., Chicago; John Outler, WSB Atlanta; J. Rolston Fishburn, Edward Petry & Co., Chicago.

WINNERS of annual NAB Golf Tournament receive BROADCASTING Trophies. L to r: Sol Taishoff, editor and publisher of BROADCASTING-TELECASTING; Merrill Lindsay, WSOY Decatur, Ill., low medal score, and Rolston Fishburn, Edward Petry & Co., Chicago, low net.

* * *

CONVENTION GOLF

Lindsay Grosses 79; Fishburn Nets 63

MERRILL LINDSAY, WSOY Decatur, Ill., and Rolston Fishburn, Edward Petry & Co., Chicago, were the low gross and low net winners respectively in the annual BROADCASTING-NAB golf tournament held April 16 at the famous Tam O'Shanter Club in Chicago.

Mr. Lindsay carded a 79 for the low medal score, while Mr. Fishburn, with a gross of 93 and a blind bogey handicap of 30, scored 63 to lead the 80 convention golfers.

★

Mr. Lindsay is from a family of famous golfers, his sister, Marjorie, having won the Illinois women's state golfing championship for three years. In his round he had 14 pars and only four double bogies. Second low gross was shared by J. B. "Steve" Conley of Westinghouse Radio Stations and Lew Green of Green Assoc., Chicago, with 81's. Bruce Bryant, Edward Petry & Co., Chicago, last year's low net winner, scored an 82 to wind up in third place.

Second low net honors went to Steve Pozgay of General Electric, Chicago, and Frank Parrish of KPHO Phoenix with 64's, while Bruce Roberts, WBKB (TV) Chicago, and Dan Meadows of RCA, Indianapolis, tied for third honors, with low nets of 65.

Messrs. Lindsay and Fishburn were awarded silver loving cups by BROADCASTING-TELECASTING. George S. May, owner of Tam O'Shanter course, which in August will hold the All-American Tournament with $78,000 in prizes, was the day's host, aided by Cliff Posson, director of public relations of the George S. May Co., Chicago.

* * *

WFIL THREAT OFF

Does Not Sever NAB Link

THREAT of WFIL Philadelphia to resign from NAB if the association criticized the station's recent AM rate adjustment failed to materialize at last week's Chicago convention.

The threat was raised in a telegram from Walter H. Annenberg, president of Triangle Publications, operating the WFIL properties, to NAB President Justin Miller. Mr. Annenberg wired that he had heard indications that Roger Clipp, WFIL general manager, might come under broadcaster fire for the station's rate changes based on TV popularity in Philadelphia.

Judge Miller wired Mr. Annenberg that he "would regard any action by NAB as entirely inappropriate and an invasion of rights of broadcasters to determine their own methods of doing business." The subject was not raised, however, at the NAB convention's Tuesday morning business meeting.

Mr. Annenberg told Judge Miller the change in rates was planned and executed by the owners of WFIL; that he accepted full responsibility, and that Mr. Clipp "merely carried out his instructions."

Reaction to the WFIL rate change "shocked" him, Mr. Annenberg said. He declared "radio has grown and thrived on its ability to meet changing conditions." Noting that advertisers and agencies have accepted rate increases as fair and equitable, he pointed to an increase in daytime network listening as shown by BMB and a corresponding drop in night listening. On this basis WFIL lowered night rates and increased daytime rates, he said.

If it was fair to increase night charges in radio when the number of listeners increased, it is fair to reduce charges when the number is decreasing, according to Mr. Annenberg. Similarly, he continued, WFIL felt it should recognize TV's inroads into night radio in Philadelphia and seek by means of fair price competition "to keep and increase our night radio business. . . . If NAB disagrees with our stand we shall be happy to withdraw."

Broadcasting - NAB Golf Scores

			Gross	H	Net
Davis, Jack	John Blair & Co.	Chicago	42	(9 holes)	
Fishburn, Rolston	Edward Petry & Co.	Chicago	93	30	63
Parrish, Frank	KPHO	Phoenix	88	24	64
Pozgay, Steve	General Electric	Chicago	94	30	64
Meadows, Dan	RCA	Indianapolis	96	21	65
Roberts, Bruce	WBKB	Chicago	95	30	65
Croft, Robert	Walter Reubens Agency	Chicago	96	30	66
Fantle, S. "Bud"	KELO	Sioux Falls, S. D.	90	24	66
Orr, William	WBNS	Columbus	97	30	67
Carey, John	WIND	Chicago	92	24	68
Everett, Max	Everett McKinney	New York	83	15	68
Harris, Wiley	WJDX	Jackson, Miss.	96	18	68
Miller, Neville		Washington, D. C.	98	30	68
Conley, J. P. "Steve"	Westinghouse Radio Stations	Philadelphia	81	12	69
Eagan, Russell Kirkland	Fleming & Green	Washington	99	30	69
Grisham, Charles	Edward Petry & Co.	Atlanta	94	25	69
Alexander, John	WBKB	Chicago	100	30	70
Boice, Hugh	WEMP	Milwaukee	100	30	70
Burke, Harry	KFAB	Omaha	85	15	70
Cartright, William	Edward Petry & Co.	Detroit	95	25	70
Jewett, Carl	WDAN	Danville, Va.	97	27	70
McGorrin, Robert	Quaker Oats Co.	Chicago	100	30	70
Bryant, Bruce	Edward Petry & Co.	Chicago	82	9	71
Stirton, J.	ABC	Chicago	95	24	71
Wade, A. G.	Wade Agency	Chicago	95	24	71
Ware, William	KSTL	St. Louis	92	21	71
Burow, Robert	WDAN	Danville	87	15	72
Green, Lew	Green Assoc.		81	9	72
Gross, Harold	H. M. Gross Agency	Chicago	90	18	72
Higgins, Joe	WTHI	Terre Haute	84	12	72
Mandel, Phil	Walter Reubens Agency	Chicago	102	30	72
Roche, S. J.	NBC	Chicago	94	18	72
Rosene, Marvin	WIND	Chicago	102	30	72
Zolt, J. J.	NBC	Chicago	93	21	72
Fisher, Jack	M. M. Fisher Agency	Chicago	89	15	73
Klein, Fred	Toni Co.	Chicago	88	15	73
Lindsay, Merrill	WSOY	Decatur	79	6	73
Outler, John	WSB	Atlanta	100	27	73
Scovern, Jones	Free & Peters	New York	85	12	73
Soderund, Roy	Foote, Cone & Belding	Chicago	95	12	73
Stilwell, Jack	Chicago	WLS	91	18	73
Aaton, Sil	WAIT	Chicago	86	12	74
Harms, M. W. Jr.	Edward Petry & Co.	Chicago	89	15	74
LaMarr, J.	Foote, Cone & Belding	Chicago	95	21	74
Thompson, William	Broadcasting	Chicago	89	15	74
Wehrheim, J.	NBC	Chicago	104	30	74
Young, William	Lang Worth Feature Radio Programs	New York	101	27	74
Brown, James	WBBN	Chicago	99	24	75
Dunham, John	WBKB	Chicago	105	30	75
Harm, Fred	WJJD	Chicago	90	15	75
Johnston, George	SESAC	Chicago	97	13	75
Levi, Win	Broadcasting	Washington, D. C.	95	20	75
Reubens, Walter, Jr.	WIND	Chicago	105	30	75
Schrader, A. J.	NBC	Chicago	90	15	75
Dieter, Harry	Foote, Cone & Belding	Chicago	106	30	76
Goshen, Ralph	WBBM	Chicago	97	21	76
Johnson, Les	WHBF	Rock Island	87	9	76
Murphy, N. J.	NBC	Chicago	97	21	76
Atlass, Leslie, Jr.	WIND	Chicago	99	21	78
Everett, Robert	Price, Robinson, Frank		94	22	78
Lindquist, Norman	Atlas Films	Chicago	108	30	78
Long, Maury	Broadcasting	Washington, D. C.	85	7	78
Milner, Gene	Capitol Records	New York	105	27	78
Stovin, Horace	Stovin & Co.	Toronto	96	17	79
Dolph, Robert	KFTM	Fort Morgan, Col.	105	24	81
Ryan, William	WBKB	Chicago	102	21	81
Jones, Art	WFOX	Milwaukee	141	30	111

NARBA PICTURE

CCBS Considers Aspects

THE NARBA situation, its past, present and possible future, were canvassed by representatives of the Clear Channel Broadcasting Service at a meeting in Chicago last Monday.

Louis G. Caldwell, Washington attorney and CCBS counsel, who represented the organization at the NARBA conferences in Montreal last fall and in Havana earlier this year, reported on the negotiations and associated developments. NARBA was also the subject of talks by John H. DeWitt Jr., WSM Nashville, and G. F. Leydorf, WJR Detroit, who participated in some of the Montreal and Havana meetings.

Harold Hough, WBAP Fort Worth, presided over the meeting in the absence of Chairman E. W. Craig, WSM. All 15 member stations were represented. The group included:

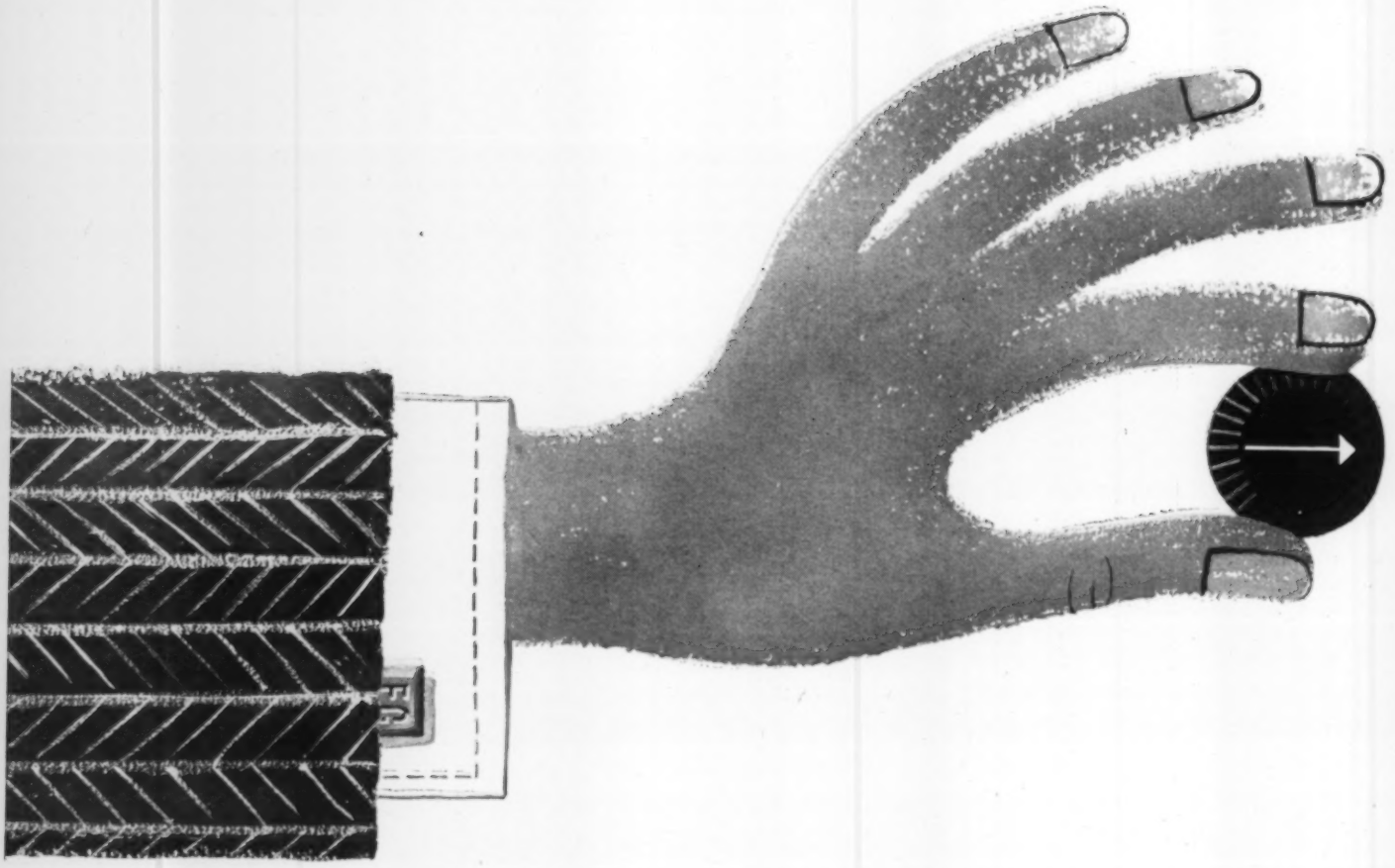
Mr. Hough, WBAP; Col. B. J. Palmer, Ralph Evans, Paul Loyet and W. W. Woods of WHO Des Moines; James E. Edwards, Glenn Snyder and Harold Safford of WLS Chicago; John Leitch, WCAU Philadelphia; James D. Shouse, WLW Cincinnati; John Patt and Mr. Leydorf, WJR; Mr. DeWitt and Irving Waugh, WSM; Frank P. Schreiber and Carl J. Meyers, WGN Chicago; Victor A. Sholis, Neil D. Cline and Attorney Neville Miller of WHAS Louisville; Martin Campbell, WFAA Dallas; J. Leonard Reinsch and John M. Outler Jr., WSB Atlanta; Hugh A. L. Halff, WOAI San Antonio; William Fay, WHAM Rochester; William B. Ryan, KFI Los Angeles; Howard Summerville and Larry Baird, WWL New Orleans.

Others participating in the meeting included Ward Quaal, CCBS director, and Mr. Caldwell, plus Percy H. Russell Jr. and R. Russell Eagan of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis.

Lipscomb To Lever

CHARLES T. LIPSCOMB JR., formerly with McKesson & Robbins Inc, New York, has been named president of the Pepsodent Div. of Lever Bros. Co. Mr. Lipscomb was vice president and general sales manager of McKesson & Robbins, and before that was with the Coca-Cola Co. and the Vick Chemical Co.

What radio's own census knows about you



Number 2 in a series

Your answers to the U. S. Census Takers will show America to be bigger than ever – with more spendable income per family.

Your answers will also show that there are 40,700,000 *radio* families (95% of all U. S. families) – an increase since 1940 of more than 12,000,000 – and that they own 86,000,000 sets, nearly double the 1940 count.

Radio's own Census – the Broadcast Measurement Bureau – goes a step further and *counts ears*. It measures how much the people in these homes are listening and to which of the nation's 2,000 stations. This Census (B.M.B. Report No. 2) was started some months ago and preliminary findings have just been released. Here's the *one most important* fact of that Report:

More people listen to NBC stations than to those of any other network. Specifically:

The combined total weekly audience listening to the stations of the NBC Network is 35,430,000 families (daytime) and 37,750,000 (nighttime). That's more than 3,000,000 higher than the second network during the day; and over 4,870,000 higher at night.

What this means to an advertiser – If you are a manufacturer of products or services, you will be interested in these facts: (1) America is a bigger, richer, more rewarding market place for you than ever before, and (2) to sell this market you can use no advertising medium more powerful than NBC, because NBC is Bigger, Busier, More Economical . . .

Bigger – The stations of the NBC Network (according to B.M.B.) have the largest combined weekly audience in all America – larger than any other network, or than any other advertising medium.

Busier – NBC is selling more products and services for advertisers, day and night – and in 1949, advertisers invested more money in NBC than in any other network.

More Economical – NBC today costs considerably less per 1,000 homes reached than it did 10 years ago – and NBC today reaches more people at lower cost than any other national advertising medium, including the other networks.

Today, more than ever, to sell America you need

NBC *America's No. 1 Advertising Medium*

A service of Radio Corporation of America

XUM

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

PROVED FOR 3 YEARS!...

RENEWED FOR 6 YEARS!

"THE CISCO KID"

AMERICA'S GREATEST SALESMAN!

Pays off with the very first broadcast!

Most Sensational Success Story Ever Offered for Local Sponsorship!

Interstate Bakeries (Annual Gross Sales: Over $58,000,000) say: "The CISCO KID has certainly sold a lot of bread for us. We have never seen our sales force more enthusiastic. This applies to our grocers also. Enclosed find our renewal for 6 additional years."—Roy L. Nafziger, Pres.

Sensational Promotion Campaign—from buttons to guns—is breaking traffic records!

This **low-priced** ½-Hour Western Adventure Program is available: 1-2-3 times per week. Transcribed for local and regional sponsorship. Write, wire or phone for details.

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

WORLD CONQUEST

Hoffman Says Radio Is A Front

THE REAL BATTLE for world conquest is on the informational and economic fronts, ECA Administrator Paul G. Hoffman emphasized in an address at the Tuesday afternoon general session of the NAB convention.

"On the informational front of the struggle between the free world and the Kremlin slave world we are outmanned and outgunned 50 to 1," declared Mr. Hoffman. The former president of the Studebaker Corp. explained that in France alone the Communists have spent about $15 million a year for anti-Marshall plan propaganda.

"In each target country there is a hard-core of Communists," he said. "This group seeks to capture the minds of people by the well-known Goebbels method. They use the big lie—they make glittering promises—but above all they seek to instill fear and hatred. They know that people whose minds have been so poisoned become so confused that they can neither see nor think clearly. They know that when confusion has been compounded into chaos a very few people can seize control and rule the many."

'Job to Be Done'

Mr. Hoffman insisted, however, that there is a "huge and difficult job to be done here in America" by broadcasters, in addition to the intensified activity abroad. He asked "friendly radio" to help Americans to comprehend more fully that if an enduring peace is to be achieved, three goals must be reached: (1) America must remain strong and prosperous as "the hopes of men of goodwill everywhere are centered in our strength"; (2) An "economically healthy, democratically virile and militarily strong western Europe is a prerequisite to world security"; (3) America and the free nations of western Europe must remain united.

Calling on the delegates to "make the story of the fight for peace as exciting and thrilling as the story of a shooting war," the ECA administrator declared:

"As I see it, your responsibility is to develop the techniques by which an understanding of intangible truths can be brought home to all the people. It is your responsibility to find the words that will not only inform but will, to quote Kipling, walk up and down in the hearts of men."

In another Tuesday afternoon address, H. E. Babcock, author, agriculturist and former chairman of the Cornell U. board, asked that the broadcasting industry do a little more thinking about the country's future food supply; check "so-called farm plans" to see what they promise in the way of "better meals for more people"; as a public service, give diet education a "high priority"; and "sharpen up your merchandising of good foods."

He singled out the animal foods for special attention, recommending "cooperation with clients like the low temperature people, the packers and the milk companies, whose very existence depends on the markets for these foods."

"In your refrigerator you will find your personal link to farm surpluses—price supports, the Brannan farm plan and to the health and prosperity of the nation," he declared.

Earlier, Mr. Hoffman observed that it is hard to grasp that the "cold war" is going on "here and now."

"This is readily understandable for there are few headlines and little obvious drama in the "cold war", he said. "There are no jet planes, no guided missiles, no giant bombers. Yet the fate of free men everywhere hangs upon our winning it."

Detailed statistics furnished by Mr. Hoffman included: 40 million of western Europe's 100 million listeners hear Marshall Plan broadcasts regularly; radio networks in each Marshall Plan country receive special broadcasts weekly, in their native language; programs are tailored to the interests of selected audiences; newscasts are serviced by ECA radio news and carry the Marshall Plan story daily.

Participating on a Europe-wide front are BBC, France's Radio Diffusion, Radio Italy (broadcasting in 22 languages), Radio Istanbul, RIAS (the U. S. Army station in Berlin), Red-White-Red in Vienna, and radio in other countries in addition to the Voice of America.

RICHARDS HEARING

Reviewed in Chicago

PROCEEDINGS involving renewal of the licenses of the G. A. Richards stations (KMPC Los Angeles, WJR Detroit and WGAR Cleveland) were reviewed April 16 at a reception held at the Stevens Hotel, Chicago. John Patt, WGAR vice president was host.

Hugh Fulton, of Fulton, Walter & Halley, counsel for the stations, reviewed testimony given at the FCC's Los Angeles hearing. He warned of the danger of thought control in FCC control of broadcasting and the political implications of the proceedings.

R. E. Allen Named

ROBERT E. ALLEN, vice president of Fuller & Smith & Ross, New York, has been named manager of the New York office of the agency succeeding John E. Wiley, who has resigned. Mr. Allen has been with the company for the past 14 years. Mr. Wiley relinquished his title as chairman of the board as well as manager in order to devote a larger part of his time to the development of a new organization in the field of merchandising.

MR. SPONSOR:

Folks hereabout love Tigers...

....AND WJBK, THE KEY STATION IN THE TIGER BASEBALL NETWORK

The kind of Tigers we're talking about make their mark with baseball bats in Detroit, a town whose metropolitan area holds a baseball fan club over 2½ million strong.

In case you didn't know, the Tigers represent Detroit in the American League . . . and WJBK, for the second straight year, is the key station of the network that carries the Tiger broadcasts.

A FORT INDUSTRY STATION

A baseball fan club over 2½ million strong carries a lot of wallop in the "Sales League." For a "Sales League" fourbagger, metropolitan Detroit is the ball field and WJBK is your *best* bat.

Get the facts on this home-run sales story now. Your local Katz Agency man will show you how to bat 1.000 in Detroit's buyers league.

WJBK —AM —FM —TV DETROIT

NATIONAL SALES HEADQUARTERS: 527 LEXINGTON AVENUE, NEW YORK 17, ELDORADO 5-2455

Represented Nationally by THE KATZ AGENCY, INC.

BUSINESS' STORY

Radio Needed—Steinkraus

AMERICAN BUSINESS needs an assist from the broadcasting industry to "tell its story simply," Herman W. Steinkraus, president of the United States Chamber of Commerce, told NAB convention delegates at the Monday afternoon general session.

Calling radio "our most powerful medium—because the majority of our people don't read," Mr. Steinkraus urged that broadcasters —"locally and regionally"—help tell the story that the American system "must be preserved."

Earlier, Warren R. Austin, United States representative to the United Nations, called on broadcasters to "help conserve the soundness and stability of the economy of this nation, as well as the hope and faith of the American people, while we are helping fellow members of the United Nations to fulfill the promises of liberation from war."

He lauded the industry for its world-wide service on behalf of the UN, noting a "contribution of more than $5 million worth of air time to spread knowledge about the work of the United Nations."

World Affairs

"You have brought speeches and statements on world affairs by people of all shades of opinion and from many countries into the living rooms of millions of homes," he acknowledged. "And your regular programs of news, commentary, forums, and interviews have constantly directed attention toward international events and issues."

Ambassador Austin observed that the broadcasting industry's "media of communication dramatizes the spoken word through the interpretive color and tone of the human voice; through television you add persuasiveness of personality through projection."

Mr. Steinkraus congratulated the association for selecting as theme of the convention "What Is the American Broadcaster's Responsibility?"

"It is unusual for an industry to ask such a question," he asserted. "Most organizations today want to know 'What Are Our Rights?' You're not interested in what's in it for you. You wonder what you can do in world affairs, in industry, in labor relations, in world economics, in agriculture etc."

He charged that Americans well informed on baseball, movies, popular songs, travel, extra pay, and benefits—know too little about their responsibilities to the nation, the importance of citizenship and the truth about corporation profits.

"Our people like the idea that government can do something for them—they like the idea of socialized medicine, forgetting that Lenin once said it is the keystone of the socialized state," said Mr. Steinkraus. "They don't know how fast the nation's deficits are piling up, how serious is the cold war, that the administration in Washington is the greatest of pressure groups."

"How about a lobby for the people?", he asked the broadcasters. "Tell the people the truth on a wide range of issues—and with simplicity. Tell them that unless their savings are invested in industry, new jobs will not be created—that government can't create jobs by swinging a big whip."

He reported that several broadcasters already had given the U. S. Chamber of Commerce "from their rich experience" assistance in telling its story "clearly." He asked that the industry assist business in general, especially since "most business men are afraid of radio."

Three "great groups" have no lobby, Mr. Steinkraus declared—consumers, investors (12 million of them) and the millions of workers not in any union.

BMI Dinner

MORE than 100 officers and directors of Broadcast Music Inc., past and present, attended the company's second annual "old-timers" dinner during the NAB convention in Chicago. BMI executives, who promised guests a no-speech evening, greeting conventioneers at the Ambassador East Hotel April 16, Sunday before the opening date of the convention.

Something To Crow About!

WOW! What a reception! Radio and TV leaders are still raving about those profit-pulling powers displayed by the SESAC Transcription Program Service at the NAB pow wow. That's something to really crow about—*so is the SESAC SERVICE!*

$ $ $ — The money-making SESAC Transcribed Library
Over 3500 selections—*music of lasting value.*
Covers the variety of categories needed for Profitable Program Building.

$ $ $ — SESAC Script Service
Sponsor-selling continuity scripts.
Highlighted by selections from the Library.
Many scripts in complete series of 39 shows.

$ $ $ — Catalog of Bridges, Moods and Themes
The most extensive compilation of its kind in the industry.
Saves money and man hours.

A COMPLETE TRANSCRIPTION PROGRAM SERVICE FOR AS LITTLE AS $40 A MONTH!

SESAC, INC., 475 Fifth Avenue . . New York 17, N. Y.

WRN ORGANIZED

Cohan Claims 14 Stations

WESTERN Radio Network has been formed by John Cohan, sales manager of KNGS Hanford, Calif., who will act as sales and contact man; and Allen Miner, of Hanford. Now numbering 14 stations, from Seattle to San Diego, the network will have offices at 418 S. Robertson, Los Angeles.

The network plans to carry live re-creations of major league baseball games, with broadcasts originating from the Los Angeles studios and carried by telephone lines to member stations. Programs, entitled *Game of the Day*, will be sold to stations on monthly basis based on individual station rates. Hal Berger, sportscaster, will announce the games.

The BMB study no. 2

reveals some pertinent facts about the Georgia market:

1. The audience total for WSB is greater now than in 1946.
2. No combination of other stations in Georgia provides as large a total audience opportunity as does WSB—measured from any level.
3. The FACTS are now available. Unsupported claims and wishful theory carry no weight.
4. A good coverage job in Georgia means that WSB's 50,000 watt voice is a must.

WSB

THE ATLANTA JOURNAL STATION

Represented by Edw Petry & Co., Inc.

PACIFIC REGIONAL

First Commercial Set May 14

FIRST commercial broadcast of Pacific Regional Network [BROADCASTING, Feb. 27] will be aired May 14 when the Helen Gahagan Douglas for Senator Committee sponsors a half-hour political broadcast over a total of 48 stations in 43 California cities that now comprise the new network. Origination point of the broadcast will be KFMV (FM) Hollywood.

Included among the station total, which exceeds the original goal of 30 stations, are 43 AM and five FM outlets which will act as links between AM stations and provide bonus coverage to the FM home audience. Use of FM links, according to Cliff Gill, PRN manager, will eliminate cost of telephone lines and result in substantial savings for advertisers.

"Flexibility" and "free selection of stations" in its sales pitch will be stressed by the network, it was stated by Ted MacMurray, network sales manager. He also announced that the network will be sold in statewide, Southern California, Northern California or Central Valleys Groups, "tailored to advertiser's needs." Saving of 20% over purchase of stations at their individual rates would be reflected in time rates of the network, he added.

Although PRN plans to operate mainly for commercial purposes and offers no guaranteed programming service, Mr. Gill stated that some sustaining programs and special events broadcasts would be available to affiliates.

Network will continue to sign additional stations for the next two weeks, Mr. Gill said, pointing out that the number of stations now comprising PRN equals the total number of affiliates of the four major networks in California.

FM Sales Potential

LATEST picture of FM coverage in leading markets "with $63 billion in total retail trade" was in the mails for NAB members last week. Prepared by Edward L. Sellers, director of NAB's FM department, the report, called "The Sales Potential Outlook for FM," contains statistics and a map showing FM station coverage.

DIRECT-wire coverage of Worcester *Telegram and Gazette* Central Massachusetts Bowling Tournament was aired by WTAG-AM-FM Worcester.

WBAP Intruder

A TEXAS rattlesnake appeared at WBAP Fort Worth but his career in radio was a short one. Howard Hall, early morning announcer, discovered the rattler in Studio A. Seizing a handy coat hanger, Mr. Hall put an end to the intruder. "Hereafter," says Jack Rogers, WBAP promotion director, "all rattlers visiting WBAP will have to have appointments."

RECORDING UNIT

House-Senate Control Urged

CONTROL of the Joint Senate-House Recording Facility would be vested in a joint Congressional committee under amended legislation favorably reported to the Senate April 14.

In addition, a number of other changes are incorporated in the new Senate Rules & Administration committee version of a resolution passed last August by the House and reported by Sen. William Benton (D-Conn.).

The measure (H J Res 332) authorizes the recording facility to assist in making disc, film and tape recordings for Senate and House members, and maintain and operate the public address system. Provision for film, presumably for use on television, is another new feature contained in the modified proposal.

The Senate committee urged creation of a group comprising members of the administration committees of both houses, which it felt would be "in a better position to oversee the functions of the facility and its services for Congress." Currently, the project is administered by the Senate Secretary and House Clerk.

Appointment of members to serve on the proposed subcommittee awaits passage of the resolution, now on the Senate calendar. Some observers felt it would include Sen. Guy Gillette (D-Iowa) and Sen. Benton from Senate Rules & Administration, and Reps. Mary T. Norton (D-N. J.) and Thomas B. Stanley (D-Va.) from the House Administration group.

Another provision inserted in the Senate version would authorize disbursement of not less than $13,000 or over $15,000 for purchase of the privately-owned equipment now in use at the facility, and currently leased by Congress from Robert Coar, project coordinator.

About $64,700 in bank balances would be placed in a revolving fund to finance future expenses. Fund would be established in the Treasury and placed within the contingent fund of the House. Salaries would still be paid by yearly legislative appropriations, and an annual audit of funds would be taken.

In Buffalo you can go places fast with WGR
---AND ITS HIGHER-THAN-EVER HOOPER RATINGS
EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · REILLY
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEA
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR
NOW ON WGR CBS 550
Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry
WGR 550 Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

FIRST in *Television* . . .

LARGEST in *Radio!*

KSD-TV . . . with more than 110,000 receivers in its area as of April 1, 1950 . . . continues to deliver the ENTIRE TELEVISION AUDIENCE in America's 9th Largest Market.

KSD . . . with 5000 watts on 550 KC . . . has the LARGEST half-millivolt daytime coverage area of any radio station in St. Louis.

•

KSD and KSD-TV

The ST. LOUIS POST-DISPATCH Stations

•

National Advertising Representative: FREE & PETERS, INC.

Airplanes were invented but PEOPLE STILL RIDE ON TRAINS
Movies were invented but PEOPLE STILL GO TO THE THEATRE
Television has made a place for itself but RADIO WILL ALWAYS BE AN IMPORTANT MEDIUM FOR ADVERTISING AND ENTERTAINMENT
Adam J. Young Jr.
22 EAST 40th STREET • NEW YORK, N. Y.
RADIO & TELEVISION REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

IAM PROGRAMS

Union Offers New Recordings

STATION management is taking a second look at a new series of 15-minute transcribed programs now being offered by the International Assn. of Machinists, one of the strongest independents in labor's ranks. [CLOSED CIRCUIT, April 17]. It is trying to decide where to draw the public interest line.

The IAM claims the recordings are now being used in as many as 20 different cities throughout the country and quotes other unions such as the AFL, the Upholsterers Union, Hatters Union, International Ladies Garment Workers Union, the telephone workers, United Auto Workers (CIO), as waxing enthusiastic about the "labor songs." Although avaliable to stations, the recordings also can be purchased in albums at $2.25 apiece.

According to the union, it is placing some of the programs on paid time "where necessary" although others have been taken by stations "on an educational sustaining basis." The union says it hopes to reach 200 markets when its campaign really gets rolling.

Treading softly the fine line between the political and the educational with trip-hammer blows, the programs feature "songs" composed by top-flight song writers, Milton Pascal (lyrics) and Gerald Marks (music).

Pension Jingle

Highpoint of *Sing a Labor Song* is the tune-jingle, "A pin For Your Lapel: Let's All Shed a Tear" that gives the unions' interpretation of the "pension story" in this light:

After 30 years the worker gets a pin for his lapel . . . "when you ask for a pension you get the bird . . . they say how do you dare say that dirty word. . . ."

Refrain is "let's all shed a tear for the bosses" . . . And "someone give the boss a crying towel . . . 'cause he got to pay a living wage. . . ." Throw the boss a towel, the theme continues, because his wife must have her mink, he must pay $100 for his hotel room on his Florida vacation and because "he pays so much to Uncle Sam. . . ."

Other parts of the show are easier on the "bosses" but only momentarily.

"The Guy I Sent to Congress" gets it next. He's the man, the IMA sings, who is to make sure that we "get a square deal," he must have the correct "intention" and he "better take care of me. . . ."

Other episodes review the workers' lot a half-century ago in a ballad called "50 Years Ago." A marching song completes the musical fare by giving tribute to the U.S.A. that "gives us the right to gripe . . . we can stand our ground and not be pushed around . . . ."

A brief introduction is given by A. J. Hayes, IAM president, who says he hopes the "songs" will get on the public's hit parade and be on everybody's lips—though presumably not by the green-eyed "bosses."

To support its campaign, the union's publication has cited three stations, WREX Duluth, Minn., KXOL Ft. Worth and WNEX Macon, as broadcasting the program at choice nighttime periods with "an enthusiastic response from listeners." James King, WREX general manager, is quoted as believing the program "is without doubt one of the best pieces of labor relations work that I have heard of. . . ."

However, it is understood that not all stations are that enthusiastic nor receptive. Many are questioning the "approach" of the IAM message. While there is wide dissemination of union educational programs as well as business shows, these managers contacted by IAM doubt whether the shows can be considered to be within the public interest category.

The question that is being most frequently raised is "does this type of programming add to an understanding between labor and management?" And the second question, which poses the problem, is "what is the position of a station that must keep the public interest in mind?" The situation, they feel, is a belabored one.

WQAN PLANS

Opens Commercial Operation

WQAN Scranton, Pa., one of radio's pioneer stations, which is owned and operated by *The Scranton Times*, started commercial operation April 16 on a dawn to dusk schedule. The station, officials said, has operated non-commercially since Jan. 8, 1923.

Commercial operation is from new studios in The Scranton Times Bldg. The new studios, divided into four units, include a 250-seat auditorium for audience participation shows. The 293-ft. transmitting tower is located on top of the building. For the new studios, *The Scranton Times* added a fifth floor to the present building.

WQAN officials said the Standard Brewing Co. of Scranton some time ago became the first sponsor. Standard agreed to use the *Times* FM outlet commercially until the AM operation was completed. WQAN is licensed for power of 1 kw daytime, 500 w night, on 630 kc.

NIGHT baseball on FM is planned by KAYL-FM Storm Lake, Iowa. Station's AM outlet, KAYL, is daytime only.

DECCA Records Inc., New York, has announced that sales for first quarter of 1950 were almost identical with those of same period last year. Earnings were expected to be somewhat higher than last year's figure for first three months which was $280,098, or 36 cents a share.

UP FROM THE ASHES IN 24 HOURS

EASTER SUNDAY, 1950, was to have been the date of the fifth anniversary Open House at Radio Station KICD (250 w—1240 kc), Spencer, Iowa. At 1:30 a.m. unexpected visitors showed up—the local fire department, which fought a losing battle against the flames which broke out in the basement and destroyed the combined studio-transmitter building.

Ben Sanders, manager and owner, sadly watched the roaring flames until it was obvious that his station would be a total loss, except for the promotion building, tower and associated tuning unit. Then he made his way to a telephone. "Operator . . ." he said, "Get me R. H. Hollister of Collins Radio Company in Cedar Rapids."

Magic Words

Those few words started a chain of events destined to result in an amazing story of exceptional manufacturer service.

At Collins Radio Company, things began to happen. Lights flashed on at 2:30 a.m., when Scotty Singleton of broadcast sales and Walker Whitmore of the service department arrived to assemble replacement equipment for KICD. By 7:00 a.m. the following equipment was lined up on the shipping platform:

1—300G 250 watt Collins transmitter with two sets of tubes
1—212A console with power supply, relay unit and tubes
2—213A-4 turntables, complete with pickups
1—26W-1 limiting amplifier
1—6T-1 monitor amplifier
1—19G-3 rack cabinet
400 ft.—⅜" coaxial transmission line, with fittings
685 ft.—Shielded pair audio and power hook-up wire

Bird-Walking Weather

Under ordinary conditions, the transportation of this equipment to Spencer would have been a breeze. But Collins aircraft were grounded because of the serious icing and sleeting conditions. The only alternative was to use a Collins truck.

No 1240 kc Crystals

KICD's frequency of 1240 kc presented a real problem, since no crystals of that frequency were immediataely available. Ed Lent, purchasing department, called James Knights, Sandwich, Illinois, and requested a rush job on two 1240 kc crystals. Easter Sunday or no, Knights' people turned to and finished the crystals by the time Ed Lent arrived in his car to pick them up. Meantime, another Collins-equipped station, KBIZ, Ottumwa, helped out by sending a 1240 kc crystal to KICD as a temporary loan.

At 10:30 a.m. the Collins truck, loaded with equipment, left Cedar Rapids, bound for Spencer over 300 miles of icy, hazardous roads. At the same time, Chuck Lowder, broadcast service chief, gathered test gear, dummy load, tools and test data, and left for Spencer to install the equipment.

At 6:30 p.m., Collins' truck, after driving through one of the worst ice storms in Iowa history, arrived at Spencer. Installation began in the promotion building which the fire had not reached.

By 3:00 a.m. Monday, program tests were under way, and FCC approval had been obtained for the emergency installation.

At 6:00 a.m. Monday, KICD signed on with full power and regular Monday morning programming.

Fantastic

Said Ben Sanders, "Thank God we had Collins. Those boys down there were fantastic in the work they did. This tops anything I've ever known for fast, efficient service in the face of so many obstacles."

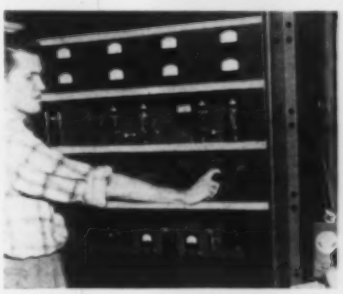
Only a chimney remains intact among the debris of the studio-transmitter building, but an optimistic sign reflects confidence in Collins.

MIDWESTERN EASTER BONNETS TAKE BEATING

ON EASTER SUNDAY, 1950, Iowa residents were greeted by a sleet storm, instead of the customary balmy breezes and warm April sunshine. Up to an inch and a half of ice coated trees, houses and wires with backbreaking loads. It was ceiling zero for aircraft — all planes grounded, highway traffic slowed to a snail's pace, telephone and power service disrupted.

This was the situation as KICD's emergency call went out to Collins Radio Company for equipment to replace that destroyed by fire as the storm began.

Smoke-blackened interior of KICD, gutted by fire on Easter Sunday.



Chief Engineer Kanago makes final check on new Collins Transmitter.

"Good morning skeptics . . ." Ed Boyle signs on Monday, 6:00 a.m.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 18
2700 W. Olive Ave. BURBANK
1330 N. Industrial Blvd. DALLAS 2
Dogwood Rd., Fountain City KNOXVILLE
417 Rosalyn Ave. DAYTONA BEACH

THE LATEST WCKY STORY

WCKY COVERS THE SOUTH AT A LOWER COST PER THOUSAND BMB FAMILIES THAN ANY OTHER 50 KWS STATION!

BMB PROVES IT!

WCKY DELIVERS A THOUSAND BMB HOMES AT A COST OF:*

21.8c PER THOUSAND 8-10:30 PM

*Total BMB families listening 3-7 times per week nighttime and open 15-min. rate, Standard Rates & Data.

NO OTHER STATION CAN GIVE YOU COVERAGE OF THE SOUTH FOR AS LOW A COST AS WCKY.

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

HERE IS WHAT OTHER 50 KWS WITH COVERAGE IN THE SOUTH COST PER THOUSAND BMB FAMILIES.* COMPARE THIS COST WITH WCKY'S COST!

50 kw station in Tennessee	26.0c
50 kw station in North Carolina	35.8c
50 kw station in North Carolina	42.5c
50 kw station in Texas	48.5c
50 kw station in Ohio	25.6c
50 kw station in Georgia	28.2c
50 kw station in Louisiana	34.0c
50 kw station in Virginia	39.8c
50 kw station in West Virginia	67.5c

BMB CONFIRMS THAT WCKY IS YOUR BEST NIGHTTIME BUY TO COVER THE SOUTH!

Call collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Doubledegook

THERE IS mounting evidence that the FCC is thrashing about in all directions in its approach to the question of "editorializing" by licensees.

The fact of Commission confusion was probably the clearest conclusion to be drawn from the Mayflower "Repealer," handed down last June and holding that stations may editorialize if they act with "fairness" and in "balance." The five participating Commissioners contributed, among them, a majority report, a dissent, a statement of "additional views" and a "separate opinion." The majority's use of 13 pages to express its thesis is indicative of the confusion that abounds.

No wonder, then, that stations have been uncertain, or that the Commission felt compelled to restate its intent, as it has now done in the WLIB New York case. Comr. Webster called the turn at the outset. His "additional views" on the Mayflower report were prompted by his belief that the decision, although he adopted it, "still leaves a licensee in a quandary and a state of confusion."

Inevitably, observers will look at the Commission's action in the WLIB case side-by-side with its current investigation of the news policies of another station owner, G. A. Richards, although the latter is characterized as an investigation of "qualifications" and not of editorializing. Already it is being pointed out that Mr. Richards, an anti-Administration man, is in peril of losing his three stations while WLIB, which broadcast editorials in support of a Fair Employment Practices Commission—an Administration project—thus far has been asked only to report on "future policies" with respect to seeking out opposing viewpoints.

Conversely, and as further evidence of the confusion that prevails, the letter to WLIB is being construed elsewhere as an answer to charges—also related to the Richards case—that FCC cracks down on anti-Administration broadcasters but not on Administration supporters.

The letter to WLIB serves notice that FCC does not expect a station merely to reserve time for opponents of its editorial viewpoints in case they come forward and demand it. The broadcaster, says FCC, has "an affirmative duty to seek out, aid and encourage the broadcast of opposing views on controversial questions of public importance."

We can conceive of nothing more irrational. What better way to advertise a viewpoint than over the air? Is the licensee required to hold up an editorial viewpoint on a live public issue until he can grab someone with an opposing view? Or is he supposed to forget the whole thing? If it's the latter, then no right to editorialize exists at all. It is suppression of freedom at its worst.

There are sure to be repercussions. For the sake of a confused art, we hope they will have a clarifying effect. Rep. Harry R. Sheppard (D-Calif.), who has a network-licensing bill pending (and one that's so extreme it falls on its face), reportedly is considering an amendment to provide that stations shall have the same editorial freedom as newspapers. We contend they should have it, but should exercise it with wisdom.

NAB Postlude

THE NAB convention—No. 28 of an annual series—wound up last week in Chicago. There were good sessions and bad sessions. The non-speech luncheons were well attended while some of the business sessions could have been held in a telephone booth.

The overall attendance was down. There were no burning issues, unless it was the issue of the NAB itself. The big business—that of appointment of a general manager in the 6 foot 2 personage of Bill Ryan of Los Angeles—was handled by the board even before the convention got under way. It was generally applauded.

But there was lack of verve and enthusiasm. Some delegates thought the annual conventions should be abolished. They felt the district meetings took care of the urgent business. Many broadcasters didn't even go to the trouble of registering, and were content to sit on the side-lines.

It's clear that the NAB has problems. The appointment of Bill Ryan as President Justin Miller's right-hand bower with authority to run everything except policy, should have a salutary effect. The job now is to stem the tide of dwindling membership and to balance the budget. We doubt whether there will be any further defections until Mr. Ryan has the opportunity to show what he can do. We think he can do it—and then some.

But we also think a fundamental change in the NAB approach is needed. The job of the new NAB board—and there are a dozen new heads on it—is to see where the NAB has been, appraise where it is now, and then determine where it should head.

How can that bounce and spirit be restored to conventions? The answer, we make so bold, is in a return to good old swash-buckling politics, with election of directors from the floor, selection of candidates in smoke-filled rooms, and campaign oratory of the brand that bloomed when Harold Hough, Walter Damm, Art Church, Mark Ethridge, Ed Craney and other still youthful "elder statesmen" kept the convention spellbound, and provoked unscheduled discussion from the floor. There was sparkle and spontaneity. Delegates just couldn't afford to miss a business session.

A few years ago, the membership voted to have what amounts to absentee elections for all 25 board posts. That, it is now evident, has emasculated the electioneering spirit. Floor oratory is becoming a lost art.

So we suggest that the board, at its next meeting, consider the advisability of once again amending those by-laws so that the good old American spirit of unfettered politicking can return to the NAB councils.

Football's TV Fumble

THE BIG TEN has barred live television for 1950. Films can be telecast the following day.

In our judgment the Big Ten, usually the bellwether of the collegiate football industry, has also barred its gates to increased revenue with which to build new stadia, and otherwise support their institutions.

You simply have to look at the newsreel experience. With the onset of TV the newsreel—usually a day or two after the event—practically went the way of the dodo bird.

People are not interested in watching a football game, the result of which was reported in yesterday's newspaper. It's the suspense, excitement and will to win that makes the game. Once the result is known, interest evaporates.

We may be wrong, but it's our guess that it will be different with the collegiate football industry when they are deafened by the silence of non-revolving turnstiles. That is, unless they see the light later in 1950.

Our Respects To—

BEATRICE ADAMS

ONE OF Beatrice Adams' most prized possessions is a yellowed volume titled *Pearls From Many Seas*. Her father, a teacher, used to read it to her when she was a schoolgirl back in Belleville, Ill.

Miss Adams keeps this book near her desk at Gardner Advertising Co., St. Louis, for more than mere sentimental reasons. She draws practical inspiration from its poetry and philosophy in her daily work as head of the agency's creative department. She *has* to be practical to hold her ground as executive vice president, a director and member of the executive committee at Gardner. She is surrounded by as astute a group of advertising males as may be found in any agency in the land. For more than 35 years they have kept Ralston Purina happy. Frisco Railroad has been with them 30 years, Pet Milk, 25; Stokely Van Camp Foods, 20; Wabash Railroad, 15; Monsanto Chemical, 10; and a score of other prominent advertisers for shorter periods.

For the past 15 years Miss Adams has had a hand in most of these accounts. For example, she has done the creative work on Pet Milk's *Mary Lee Taylor* show for 11 years.

A descendant of the Massachusetts Adams family, Bea (the name she prefers) discovered at college that she not only had fresh advertising ideas but that she could put them down on paper. She actually sold three direct-mail stunts developed in the classrooms of St. Louis' Washington U., where she attended night school. However, she also yearned for a newspaper career. She finally realized this ambition but, having attained her goal, discovered that agency work was her forte after all.

Her first job after leaving Washington U. was writing sales letters for the Ideal Stencil Machine Co. in her hometown of Belleville. Later she joined the advertising department of Stix, Baer & Fuller, one of St. Louis' largest department stores, where she wrote copy for the notions, yard goods and home furnishings departments. Her alertness as to fashion trends won her an entree to the *St. Louis Star-Times* a year later and she became a "fashion columnist" under the by-line "Frances Faye."

"This really was a well-disguised shoppers' column," she recalls.

For more than a year after they first saw her column, Miss Adams' advertising friends kept telling her she belonged with an agency, but, "thrilled by newspaper work," she withstood the pressure.

"Who wants to work for an agency," she told them. "I'm having too much fun as a

(Continued on page 44)

NEW YORK HAS MORE IRISH THAN DUBLIN

and WOV has a brand new radio show for everyone who loves Irish music and folksongs

DISTINGUISHED by its genuine and traditional Irish atmosphere, "A Ramble in Erin" is a brand new WOV program written, produced and broadcast by Pat Stanton, beloved sponsor of Irish activities in America. Born in County Cork, Stanton makes frequent visits to Ireland. He owns one of the finest Irish record libraries in America, personally selected and brought here. These recordings of old world Irish songs, and new tunes equally charming, are the basis of this new Irish program. In addition, Stanton's show will feature celebrated Irish personalities as guest stars. Here is a great new audience available for smart sponsorship. Write, phone or wire for details.

Ralph N. Weil, General Manager
John E. Pearson Co., Nat'l Rep.

MONDAY thru FRIDAY . . . .

11:00 P.M. TO MIDNIGHT

WOV

NEW YORK

Management

MARY LUCILLE CARTER appointed assistant to **Paul Brake**, owner-manager of WWPB-AM-FM Miami, Fla. She was formerly with WSPD Toledo, Ohio, WAGA Atlanta, Ga., WIOD Miami, and WMBM Miami Beach, Fla.

JACK R. WAGNER, manager of KSYC Yreka, Calif., named master of ceremonies for state convention of county recorders.

PETER LASKER, general manager of WLWD (TV) Dayton, Ohio, presented bronze placque by Rev. George H. Renneker, president of U. of Dayton, for station's all-out cooperation in helping promote major phase of university's centennial celebration last fall.

ARTHUR H. CROGHAN, president of KOWL Santa Monica, Calif., elected to membership in Radio Pioneers Club. He has been in radio more than 24 years.

Barry's Stock Sale

CHARLES C. BARRY, ABC vice president in charge of programs, has sold 500 shares of his ABC stock, it was learned at the New York Stock Exchange last week. Mr. Barry's ABC holdings now total 501 shares.

Respects

(Continued from page 42)

columnist."

However, she finally yielded enough to seek the advice of an agency woman, the late Mrs. Erma Proetz, executive vice president of Gardner. Mrs. Proetz promptly told her there was a great opportunity potential for women of her talent in agency work, and a few weeks later Miss Adams joined up with Gardner, naturally.

From the time Bea Adams started writing copy for Ralston's Ry-Krisp in December 1935 until her election as vice president in 1944, she gave generously of her time, not only to Gardner projects but those of the community at large. She served as president of the Women's Advertising Club of St. Louis, was active in the Fashion Group of St. Louis, and was a founder of the St. Louis Women's Gridiron Dinner, which during the past five years has raised $35,000 for cancer research.

This latter project has brought out Miss Adams' great versatility. She has written most of the shows presented by the "Gridiron Women," at which a thousand women howl each year. In 1948 and '49 she directed the productions as well.

Nationally, she has been honored with the Josephine Snapp advertising award and has served as vice president of the Advertising Federation of America. When she received the Snapp award, the Women's Advertising Club of St. Louis followed suit with a trophy of their own.

Since her election as executive vice president of Gardner in 1945, and a member of the board of directors and executive committee a year later, her duties at the agency have been largely advisory. She counsels with writers and artists on copy and layout problems, but that doesn't mean she hasn't a hand in the actual planning of campaigns, radio programs and spots.

"How can I advise others," she asks, "if I don't continue to produce ideas myself?"

Miss Adams has a Colonial-type home in suburban University City and a Scotty named "Rowdy." She takes care of her own rose bushes and other perennials, plays records from a choice symphonic collection, plays Canasta, and drives to and from work.

Her office at the agency is a modern marvel with low-swept divans, built-in bookcases, rare lamps and draperies. She thinks it is best described, however, by the following anecdote:

It seems Miss Adams left the office hurriedly one evening without closing the windows. A sudden gale blew a lamp from its perch on an end table, smashing it to bits. The cleaning woman reported an accident in the "recreation room."

E. T. BATCHELDOR
Was ANA Vice President

EDWARD T. BATCHELDOR, 44, vice president and secretary of the Assn. of National Advertisers, died April 18 at his home in Tarrytown, N. Y.

Born in Salem, Mass., and a graduate of Harvard U. and Harvard Business School, Mr. Batcheldor joined the ANA in 1936 and became secretary in 1944. He was also a director of the Hampden Mfg. Co., Plainfield, N. J., and the Brand Names Foundation Inc., New York. For many years he had been a director of the Harvard Business School Alumni council and served as president of the Harvard Business School Club of New York.

Surviving are his wife, two sons, and his father.

DANIEL TUTHILL
Former NBC Executive Dead

DANIEL TUTHILL, 53, former NBC executive, died April 14 of coronary thrombosis in the Norwalk Hospital, Norwalk, Conn. Mr. Tuthill was general sales manager for NBC in the early 1930's.

In 1940 he was named vice president of National Concerts and Artists Corp. Mr. Tuthill established his own business in 1946 as a representative of radio artists. Surviving are his wife, Doris; a daughter, Beverly, and a brother, Clinton.

Sales Auctions

THAT radio can sell anything, even public auctions, is being demonstrated by WROW Albany, N. Y. George Michael, WROW farm director, for the past two months has tape-recorded local auctions involving livestock, egg, poultry and produce, and aired them daily at 7:05 a.m. and 12:15 p.m. "Our air time has raised the auction's gross more than $6,000 per auction," Mr. Michael wrote the U. S. Agriculture Dept. "The added income more than pays for the advertising."

NARRAGANSETT
Sets Record Game Coverage

RECORD number of 40 outlets in its new England baseball network, now on the air for sixth season, is announced by Narragansett Brewing Co. of Cranston, R. I. This year, the brewery sponsors all Red Sox and Braves games in broadcasts blanketing Maine, New Hampshire and Vermont.

The other three New England states—Massachusetts, Rhode Island and Connecticut—will receive the Narragansett coverage on alternate days, as half of the broadcasts are sponsored by Atlantic Refining Co. Radio and TV baseball announcing team again will be made up of Jim Britt, Tom Hussey, Leo Egan and Bump Hadley.

While this season's coverage is Narragansett's largest, C. W. Haffenreffer, treasurer of the company, points out certain outlets in the western section of Connecticut and Massachusetts will not be able to broadcast every game because of league regulations affecting the playing of minor league ball clubs on the same day.

For Narragansett's third season of baseball TV, WNAC-TV WBZ-TV, both Boston, share coverage of both Red Sox and Braves games with WJAR-TV Providence relaying games to southern New England.

APS Has New Service

ASSOCIATED Program Service has announced a new "program merchandising service" for subscribers. The service includes "Show Sellers," a 12-page sales presentation intended to help local salesmen in selling APS shows; "Show Promoters," an audience-promotion kit containing mat services, layouts for car, window and counter cards, glossy pictures for lobby and window display and newspaper releases; and "Program Manuals," a monthly publication containing sales hints, success stories and program ratings, information about talent on the APS shows, and promotional material to be placed locally.

THEY MUST LIKE ME...

MY AVERAGE IS 23.3 IN THE DAYTIME METROPOLITAN NEW YORK MARKET.... LEADING ALL NETWORKS AND OTHER INDEPENDENTS COVERING NORTHERN NEW JERSEY

WMTR	500 W	23.3
NET A	50,000 W	19.0
NET B	50,000 W	19.0
NET C	50,000 W	14.0
NET D	50,000 W	9.8

FEB. CONLAN

17 STATIONS REACH THIS AREA BUT THEY LISTEN TO WMTR

1250 ON THE DIAL MORRISTOWN NJ

Memo to Editors
Any writer on business or industry, we believe, will profit by reading this editorial from the March 1950 issue of Utilization.

A Qualified Right

A noted lawyer once defined the right to strike in this manner: *"The right to strike, in concert, is a qualified right, which ceases to be a right when it interferes with the rights of others."*

The UMW having demonstrated its power to throttle the economy of the nation and to flout all authority, emphasizes the great need for prompt Congressional action to put an end to the unreasonable restraint of trade by union bosses to the extent that their whims dictate. Their "rights" are indeed qualified.

This union's approach to labor-management problems is the very antithesis of collective bargaining. Today the miners are no longer free agents who may effectively vote on issues of wages and hours or whether or not to strike. They are just as much the victims of monopoly as the mine operators and the consumers. They are even denied freedom of speech, being fearful of the Gestapo-like forces which violate their rights and make them slaves to a cause in which they have no dissenting voice. By what seemed to be conspiracy and intimidation they were made parties to a potential act of anarchy in refusing to recognize a court injunction to end their strike.

We contend that no matter what the settlement in today's dispute, we cannot ignore what has happened in coal. We contend that there are certain things that are not open to "bargaining"—things like loyalty to one's country; respect for its laws and its president; consideration for the rights of citizens of this country. We do not "bargain" these things. They are inherent in the philosophy of America.

The entire situation goes far deeper than privileges for miners, votes for politicians and power for individuals. It reaches to the very roots of America. Somewhere, somehow, better methods of resolving labor-management disputes must be devised than we have so far been able to develop. Perhaps it is not possible to escape these national crises when we have industrywise bargaining—but a way must be found to prevent a repeat performance of the recent demonstration.

Although the strike has been settled the fundamentals still remain to be solved or to plague us. At all times the mine operators were willing to discuss wages and hours, conditions of employment and the welfare fund, but they refused to buy a sealed package, before discussion — and agreement — on the contents thereof. It is time — high time — that the whole subject of industrial relations be re-examined where basic industries such as coal, railroads, telephones, are involved. The subject should be removed from the political realm and resolved upon the premise of human relations — and the welfare of all our people.

If the unions, through the acts of their leaders, can continue to use economic force as a weapon against both industry and society, democracy as we now know it will soon vanish. If the power to control the production of an industry and the price of its products is vested in a labor monopoly, this power will quickly spread from union to union, from industry to industry, and the Congress will eventually become powerless to control the economy of the nation consistent with the Constitution of the United States.

The problem now involves steps to insure that it cannot happen again. No one man, nor any group of men, must ever again be permitted to throttle our economy, flout our laws, and lay great industry low to gain an advantage even if that advantage be a worthy one. We have laws. They apply to all of us. Let there be no exemptions in the name of "Labor."

The answer is comparatively simple. Basic laws are still on the books that can be made to apply to all forms of monopoly.

Monopoly—all monopoly—must and should be curbed.

BITUMINOUS COAL INSTITUTE
A Department of NATIONAL COAL ASSOCIATION
Washington 5, D. C.

First
in Dollar Value
in
NASHVILLE
Because
WKDA
Delivers
the
Audience

3RD ANNUAL AUDIENCE REPORT
(Hooper Station Audience Index)
CITY: NASHVILLE, TENNESSEE MONTHS: Jan.-Dec., 1949

Total Coincidental Calls—This Period

INDEX	"A"	"B"	"C"	"D"
HOMES USING SETS	WKDA 21.7	22.0	18.3	10.1
Total Rated Time Periods	25.3	26.1		

Represented By
FORJOE & CO., INC.
T. B. Baker, Jr., General Manager

NASHVILLE, TENN.
WKDA
MUSIC • SPORTS • NEWS

Feature of the Week

WHEN William Kussell, Boston furrier, decided 23 years ago to drop his newspaper, magazine and direct mail advertising, and concentrate his advertising budget in radio, he did it on a trial basis. The "trial basis," in a then relatively new medium, has turned out to be one of Boston's radio institutions and is still going strong, more than two decades after its debut.

The program is *Caroline Cabot's Shopping Service* on WEEI Boston, where last week Mr. Kussell paid his first visit in all these years to hand Caroline Cabot a year's contract for six participations a week —double his regular contract.

Mr. Kussell is quick to give the program full credit for his success. For 50 years he has been in business in Boston, starting in a two-room suite, six flights up, without street level display windows. Still at the same location, but only three flights up, in a modern, walnut-panelled salesroom, he occupies an entire floor.

He said that in spite of competition from nearby furriers who maintain large newspaper advertising schedules, he has built and kept a selective and discriminating clientele with Caroline Cabot regularly emphasizing Kussell's quality, service, fur knowledge and fashion design. Furthermore, Mr. Kussell has never mentioned price

(Continued on page 48)

Donald Kussell (l) receives scroll from Mr. Edwards, as Ken Ovenden, announcer on the Caroline Cabot Program, *drapes the fur piece about Miss Cabot's neck.*

* * *

On All Accounts

EDWARD REDMOND FITZGERALD'S distinctions exceed even those that go with his timebuying work at J. Walter Thompson Co., Chicago. He is one agency man who can maneuver a cant hook and—if necessary—sell bubble gum in Spanish at the same time.

These latter accomplishments, however, have dwindled from the livelihood to the avocation stage as Ed has progressed in agency business. Bubble gum hawking marked his entry into the business world in 1932, when jobs were as fleeting as the bubbles he blew. Ed was commissioned by a banking friend who had taken over receivership of the Goudey Gum Co. of Allston, Mass., to tour 40 states and Mexico as a chewing gum salesman.

ED

Although he sold only to retailers, he was required to sample and demonstrate the product in hundreds of school yards across the nation and south of the border. For the latter excursions, he soon learned Spanish for such necessary conversation as "Blow *down*, sonny, or it'll stick in your hair!"

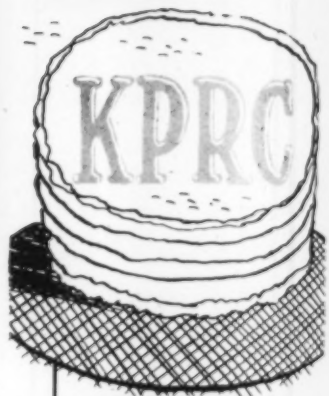
For this stint, young Mr. Fitzgerald learned how to bubble for the first time, an art which he somehow bypassed during his youthful years in Chicago. A native of that city, Ed was born Sept. 24, 1912, one of eight children (five girls). He attended parochial schools, Loyola Academy and Loyola U.

He quit college for the bubbling job, which lasted 18 months. As a contrast to his southern experiences, Ed decided to go northward —to Argonne on the far-north border of Wisconsin, where he lived the arduous life of a lumberjack for 15 months. Camping in the woods dormitory fashion with 36 men, he sawed, cut and snaked wood from the forests, learning the skill of cant hooking. This he describes simply as a means of lifting the huge logs atop one another with a curved hook by means of leverage properly applied. "We did nothing as glamorous as roll logs in a river, though. No river," he recalls.

After the first six months, Ed and another Chicago stalwart took over camp supervisory duties, direction work of all the men. Nine more months of sun-up to sun-down labor ("and that's exactly

(Continued on page 48)

BEST BUY



celebrating
25 years
in Houston

First STATION IN HOUSTON

Since 1925, when KPRC went on the air, Metropolitan Houston has grown from ¾ million to ¾ million.

To sell Houston and the great Gulf Coast area

Buy KPRC

FIRST in the South's First Market

KPRC

HOUSTON

950 KILOCYCLES - 5000 WATTS

NBC and TQN on the Gulf Coast

Jack Harris, General Manager

Represented Nationally by Edward Petry & Co.

WLW-CBS

(Continued from page 19)

works, were discounted as "strictly bunk."

Mr. Shouse, who attended the NAB convention as a member of the NAB board, told BROADCASTING he had no comment beyond his statement on the report of an imminent switch. He said that, simply as a matter of prudent business, the Avco and Crosley attorneys had studied the question of non-exclusive affiliation with CBS. This, he said, followed the recognized TV pattern in which TV stations affiliate with more than one network on a first-refusal basis. He emphasized that no conclusive opinion had been reached.

Top CBS executive at the convention was Herbert V. Akerberg, vice president in charge of station relations. His comment was strictly "no comment" on the reports.

Secondary affiliation on a first-refusal basis, it was pointed out by observers, is not without precedent. For example, WLW now carries transcribed the Procter & Gamble daytime serials which run on CBS, but these are handled on a national spot rather than a network basis. Prior to the war, when there was a shortage of desirable AM affiliates in many markets, it was relatively common practice for stations to affiliate with more than one network. WLW itself carried the programs of NBC Red and Blue, as well as CBS and Mutual at one time, it was reported.

Few Major Shifts

When CBS Chairman William S. Paley engineered his talent deals which brought the migration of top stars from NBC to CBS last year, it was freely predicted that network affiliation changes would ensue. There have been few major shifts, however, despite recurring reports in that direction.

The shift of a single major affiliate on any network, broadcasters freely stated, could be the springboard for affiliate switches that conceivably could affect literally scores of AM stations. Primary TV affiliations likewise would be involved because TV affiliation usually ties in with AM.

The present WLW contract with NBC, the reports stated, expires on Feb. 15, 1951. Under the FCC network regulations, contracts cannot be for more than two years' duration. Discussion of a change in affiliation, however, may not be initiated until six months prior to expiration. In the case of WLW, for example, the negotiating period could not begin prior to Aug. 15.

Mitigating against any full-scale WLW shift to CBS, observers felt would be the immediate effect upon other CBS affiliations in the contiguous middle-west area. For example, it was possible that such stations as WHAS, *Louisville Courier-Journal* 50,000 watter; WHIO Dayton, owned by the Cox newspaper and radio interests, and WBNS Columbus, of the Wolfe newspaper and radio interests, all now on CBS, would be affected.

Implicit in all of the conversation was the desire of WLW to add the top-rated CBS shows and at the same time retain NBC's service. But back-to-back conflicts would have to be reconciled.

The corridor conversations around the Stevens did not stop with WLW. Such NBC-affiliated 50 kilowatters as WHO Des Moines, WSB Atlanta, WOAI San Antonio and KVOO Tulsa were talked. But inquiries revealed nothing stirring, other than avid interest.

Violent Repercussions Seen

It seemed evident last week that strict silence would be maintained until the attorneys for Crosley had satisfied themselves that a first refusal arrangement is in keeping with the intent of the FCC's network regulations. It was also evident that all concerned recognized that this move could cause violent repercussions in network affiliations, both AM and TV.

Attorneys for Avco and Crosley who have the over-all matter under consideration are Raymond Pruitt, also a member of the executive committee of Avco and Duke M. Patrick, Washington counsel for Crosley. It is understood that Julius F. Brauner, CBS secertary and general attorney, has had the matter under advisement.

CBS-MGM STYMIE

Continues on Credits Issue

WITH controversy between CBS and MGM over credit lines, film studio continues to withhold talent from programs on that network until a "satisfactory" solution can be worked out.

MGM claims that credits voiced at conclusion of a program often are slurred or even omitted in sign-off haste, and therefore insists recognition for its stars and pictures be given early on broadcast. CBS and sponsors are equally insistent that credits be given at end of broadcast, as is the policy.

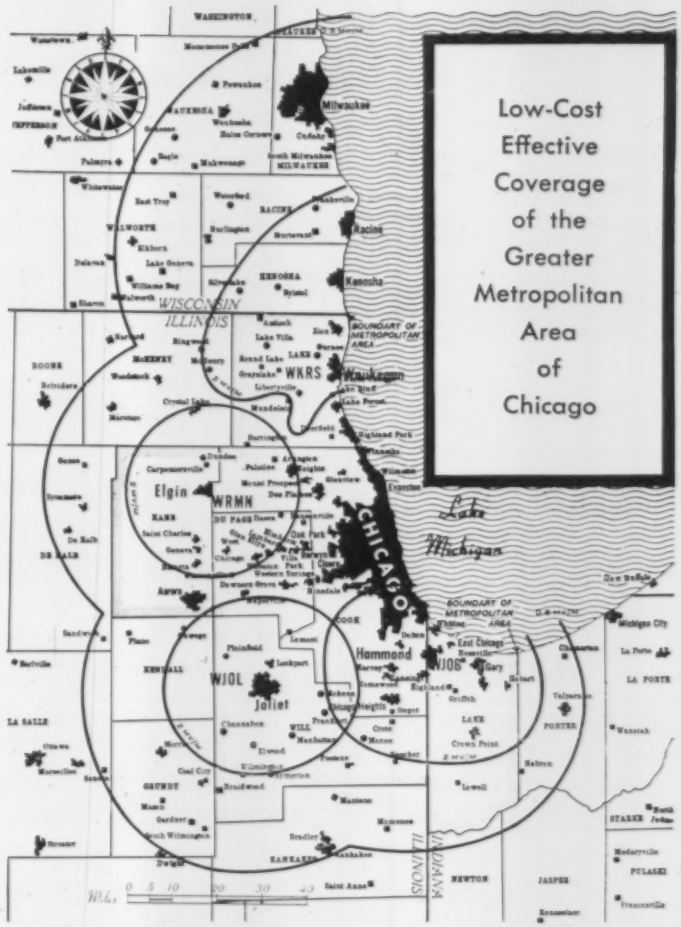
Initial argument arose over credits on April 6 *Suspense* program which starred Van Johnson. CBS offered picture credits midway in the broadcast, MGM said. They ended up at the end of the broadcast, reportedly on order from Autolite which sponsors the show.

Cancellations Reported

As retribution MGM reportedly forced cancellation on the April 13 CBS *Lux Radio Theatre* of "The Bride Goes Wild," co-starring Van Johnson and June Allyson. Substituted were Cary Grant and his wife, Betsy Drake, in "Every Girl Should Be Married".

Although stars are heavily paid for appearance on network programs, MGM declares film studio derives no other gain except a credit of use of its talent, and therefore feels itself entitled to a midway plug.

chicago PERIMETER broadcasting association



4 Station Coverage Sold in Combination

chicago perimeter broadcasting assn.

185 NORTH WABASH AVENUE, CHICAGO 1, ILLINOIS

. . . For the answer to your **spot** radio needs—contact . . .

Joseph Hershey McGillvra, Inc.

WJOL JOLIET

WJOB HAMMOND

WKRS WAUKEGAN

WRMN ELGIN

Production

Mrs. MARGARET K. NESBIT appointed program director of WSIC Statesville, N. C. She was formerly continuity writer for station.

WES HARRIS named program director of WINX Washington. He succeeds LYNN WILSON who will devote full time to freelance radio and television work.

STEVE DUNNE, radio and motion picture actor, signs five year contract with Don Lee TV. Currently star of KTSL (TV) Los Angeles *Love and Kisses* program, he will also be starred in *Ace Mace, Private Eye* to start on station, in addition to performing in network's projected motion picture productions.

J. WILLIAM NUZUM rejoins staff of WWVA Wheeling, W. Va., as announcer. He was formerly staff announcer and musical commentator with AFN in Munich and Garmisch, Germany.

JOSEPHINE McCARTHY, member of staff of WMIE Miami, Fla., resigns to join staff of NBC-TV in charge of home economics department.

PETER POTTER, disc jockey on KFWB Hollywood, signs five year contract for five-weekly *Peter Potter's Party* on KTSL (TV) Hollywood.

FRANK PORTER, m.c. of *Country Store* on WARL Arlington, and WLEE Richmond, Va., joins WXGI Richmond as m.c. of show heard 7-8 and 10-11 a.m. daily.

AL MORGAN, former NBC Chicago employe, joins WJOL Joliet, Ill., as announcer.

GERRY NELSON, actress, joins dramatic and production staff of KRLD-TV Dallas. BYRON NELSON, professional golfer, contracts for three, 15-minute appearances on station during Western Amateur Golf Tournament to be held in Dallas, April 30-May 7.

CARYL WALDO, former copy chief of Joseph Horne Co., Pittsburgh, joins script and continuity department of WHLI-AM-FM, Hempstead, L. I.

COLBY LEWIS promoted to TV supervising director at WTMJ-TV Milwaukee, where he has been a member of directing staff. He will work on video and audio production techniques, and help plan all local shows.

HELEN VAN VLACK, former secretary to Guy della Cioppa, CBS associate director of programs, named script associate to Norman MacDonnell, director of CBS *Suspense* and *Adventures of Philip Marlowe*.

DORIS M. MURPHY, continuity director and women's program director of KMA Shenandoah, Iowa, and women's program director of KMTV (TV) Omaha, Neb., elected chairman of District 10 of Association of Women Broadcasters. She succeeds ANNE HAYES of KCMO Kansas City, Mo.

Mrs. Murphy

THE SMOOTHIES, radio and night club vocal group, join WRNL Richmond, Va., on *The Sauer Show*.

JACK BINGHAM, formerly announcer of CBR Vancouver, named producer of CBR. He has been with station about five years. TOM ROBINSON, formerly of CKWX Vancouver, joins announcing staff CBR.

ELBERT WALKER, senior Don Lee television producer-director, named producer of new KTSL (TV) Hollywood series starring NILS T. GRANLUND, starting May 1.

Mrs. EDITH ALDERMAN DEEN, wife of Mayor of Fort Worth, Tex., is doing 15-minute program on WBAP Fort Worth. She broadcasts from her home at 11:45 a.m. Friday.

PAUL DUBOV takes over lead in Columbia Pacific Network *Jeff Regan, Investigator*, replacing FRANK GRAHAM resigned because of ill health.

VIRGINIA LEE joins CBS *Junior Miss* cast as "Lois," replacing K. T. STEVENS who left to fulfill motion picture commitments.

HOOT GIBSON, western star, starts weekly hour *Hollywood Rodeo* show on KLAC-TV Hollywood.

DONNA MARIE SEIP, writer-commentator, joins KELA Centralia, Wash., as continuity writer and director of women's programs. GARIE CLUNE joins announcing-production staff of KELA.

ANTHONY AZZATO, on the film staff of WPIX (TV) New York, for past two years, named director of film programs.

WALTER GIEBELHAUS, former supervisor of NBC's building maintenance division of building and general services department, promoted to supervisor of production facilities central shop. ALBERT HUMBERT will replace him in his former position.

STAN FREBERG, voice-animator on KTLA (TV) Hollywood *Time for Beany* puppet show, has recorded new album of children's records for Capitol Records, Hollywood.

ED SULLIVAN, m.c. on CBS-TV *Toast of the Town*, Sunday 8-9 p.m., and MARLO LEWIS, co-producer with Mr. Sullivan of variety show, sign with CBS-TV as staff producers. Working as team, they will create new television productions and redesign existing shows to be assigned them by network. Mr. Sullivan will continue as nationally syndicated columnist, but Mr. Lewis has resigned as executive vice president of Blaine-Thompson Co., New York advertising agency, to accept new post.

EDYTHE FERN MELROSE, known as "Lady of Charm" through her shows on WXYZ-AM-TV Detroit, nominated as Advertising Woman of the Year by Women's Advertising Club of Detroit.

BOB HAWK, m.c. of CBS *Bob Hawk Show*, and Mary Rechner, executive assistant to Dore Schary, chief of production at MGM, have announced their marriage.

VES BOX, chief announcer at KRLD Dallas, is the father of a boy.

JEAN COOK, assistant to producers of CBS *Young Love* series, was married April 15 to Charles Winfield.

Learn how to reach...
MAIN STREET BUYERS
Where TV does not
Compete for
YOUR
AUDIENCE

SEE PAGE 87

Feature of Week

(Continued from page 46)

in his commercial copy and might be listed among the very first radio advertisers to appreciate the power of "institutional" copy.

WEEI points out that Caroline Cabot has attained amazing results, not only for Kussell Furs, but also for more than 650 other advertisers.

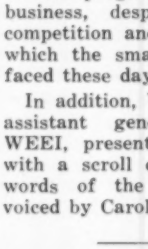
When presenting Miss Cabot with a three-skin baum martin stole to celebrate the 7,000th Kussell commercial broadcast by her on WEEI, Donald Kussell, son of William Kussell, said he confidently looked to her program to keep him in business, despite the increased competition and complexities with which the small business man is faced these days.

In addition, Wilbur S. Edwards, assistant general manager of WEEI, presented Donald Kussell with a scroll containing the first words of the 7,000th broadcast voiced by Caroline Cabot.

GILLETT IN VIENNA

D. C. Engineer Advises Army

GLENN D. GILLETT, senior partner of Glenn D. Gillett & Assoc., consulting radio engineers, Washington, left April 16 for Vienna, Austria, where he will serve as consultant-advisor to the commanding general, U. S. Forces in Austria, in connection with development of improved facilities for broadcasting there, the firm announced.



Mr. Gillett

According to the firm, Mr. Gillett was retained by the Army at the request of the commanding general in Austria and will be gone about three to four months. During his tour of duty in Europe, the firm will be operated by his associates: W. E. Plummer, E. M. Hinsdale and Paul Bergquist.

On All Accounts

(Continued from page 46)

exactly what it was"), all for $1 a day and room and board, convinced him this was not a routine which led to a substantial future.

Returning to Chicago, Ed worked briefly as an interviewer for a loan company. Becoming depressed at the number of near-bankrupt people, he borrowed $300 from a brother to go to business school. "For the first time in my life," he said, "I got some business sense and discipline," during this three-month course in management, shorthand and typing for college men. So, in 1937, he joined J. Walter Thompson Co.

Working first in the financial department, he transferred two years later to traffic or production control, becoming assistant manager in 1944. In 1947 he was promoted to manager. Despite all this experience working closely with clients and account executives on their problems, Ed's sights were set on radio and television. Late in 1948 he moved into the timebuying job.

Now steeped in AM and TV lore as well as practice, Ed buys time for about 10 major accounts. The biggest piece of AM business is Swift's *Breakfast Club* on ABC. On TV, network accounts include participations in NBC's *Saturday Night Revue* for Swift, NBC's *Kraft Television Theatre* for Kraft Foods and *Auction-Aire* on ABC for Libby, McNeill & Libby. Other accounts: Parker Pen, TV spots; Brach candy, TV spots; Ac'cent, AM-TV spot; Northern Trust & Co., AM spot; Bowman Dairy, AM-TV spot; Indiana Bell Telephone Co., AM spot, and Trailer Coach Manufacturers, periodic AM-TV spots.

Ed and his wife, the former Lucille Perkins, will celebrate their 10th wedding anniversary this year. They and their children—Edward, 8, John, 6, and Barbara, 2—live on the city's far North Side. Because the house is 40 years old "and needs a lot of improvement," Ed has little time for his former sidelines — golf, swimming and bowling. Gardening is now his first extra-curricular love.

Upcoming

May 7: Ohio Assn. of Radio News Editors, Columbus, Ohio.

May 9-11: IRE-AIEE-RMA Conference, Dept. of Interior Auditorium, Washington.

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.

June 1-3: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 5: Pennsylvania Assn. of Broadcasters annual membership meeting, Bedford Springs, Bedford, Pa.

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.

Commercial

ARDEN SWISHER appointed sales manager of KOIL Omaha. He was formerly with regional office of WNAX Sioux City, Iowa, and has been affiliated with Cowles Broadcasting Co. since 1940. He was sales manager of WOL Washington while it was operated by Cowles, and served as merchandising and promotion manager for Cowles group consisting of KRNT Des Moines, WNAX Yankton-Sioux City and WMT Cedar Rapids, Iowa.

JAMES D. CLARK Jr. appointed sales manager of WRVA Richmond, Va. He joined staff of station in 1939 as part-time announcer. BARRON HOWARD, previously business and general sales manager, remains as business manager and retains responsibility for special sales development.

Mr. Clark

HAROLD DAY named assistant manager of ABC spot sales department, continuing to have supervision over spot sales development for network. He has been with ABC since 1942.

SAM CRAWFORD, for past 16 years news editor and newscaster of KGY Olympia, Wash., named commercial manager of station. He replaces J. HARRIS DORR, resigned. (See News.)

JOSEPH (Bud) SOVA appointed commercial manager of WJPS Evansville, Ind. He was formerly general manager of WAJL (FM), Transit Radio station in Flint, Mich., and before that was with WFBL and WNDR Syracuse, N. Y., and WERC Erie, Pa. ROGER McMAHON, new to radio, joins commercial department of WJPS as sales representative.

GLENN P. PICKETT, formerly account executive with WJIM Lansing, Mich., joins WILS Lansing in similar capacity.

ROBBIE ROBINSON, new to radio, joins sales staff of KELA Centralia, Wash. HUGH McPHERSON, formerly with KWSC Washington State College station, joins sales staff of KELA.

HIL F. BEST appointed national representative for WKNK Muskegon, Mich.

BERNARD COVIT, formerly with MBS, joins sales staff of WPIX (TV) New York.

CHARLES J. CRESSWELL, former assistant controller of Bigelow-Sanford Carpet Co., appointed controller for NBC-TV.

GORDON WALLS, account executive for General Outdoor Advertising Co., Philadelphia, appointed commercial representative for TV at WCAU-TV Philadelphia.

DONALD SERACENO transfers from ABC Chicago's sales service department to WENR-TV Chicago's network and local spot sales staff as account executive. He is replaced by GRAFTON MASON, whose job in research has been taken by BILL HOHMANN.

JAMES J. NATHAN, formerly member of sales staff of WVLK Versailles, Ky., joins staff of WINN Louisville.

BOB HYLAND, assistant sales manager at KXOK St. Louis for past five years, joins sales staff of WBBM Chicago. He also worked at KWK St. Louis.

JOHN H. WHITE, formerly in KXOK St. Louis sales department, appointed to head KXOK-FM Transit Radio sales department.

FRANK SODEN, formerly with WJEJ Hagerstown, Md., joins sales staff of WRNL Richmond, Va. He was sports director of WXGI Richmond and worked with WOR New York before joining WJEJ.

DORA C. DODSON and CLAYTON J. COSSE, partners in Dora C. Dodson Agency, station representative firm, have announced their marriage.

BASEBALL
11 Take Giants' Games

FORMATION of the New York Giants baseball network, under key sponsorship of Liggett & Myers Tobacco Co. (Chesterfields), became official as the season opened last week, with 11 stations announced for regional coverage.

Affiliates of the network, which was designed as an adjunct of the 35-station Midwest Baseball Network for the same sponsor [BROADCASTING, March 6], include outlets in Connecticut, Maryland, New York, Pennsylvania, Vermont and Virginia, with WMCA New York as originating station. In addition to Chesterfields, provision also is made for local spot participations.

Member stations of the network, in addition to WMCA, are: WLCR Torrington, Conn.; WBMD Baltimore, Md.; WIRY Plattsburg, N. Y.; WRNY Rochester, N. Y.; WNDR Syracuse, N. Y.; WRZE-FM York, Pa.; WPPA Pottsville, Pa.; WHWB Rutland, Vt.; WINA Charlottesville, Va.; WVEC Hampton, Va.; WXGI Richmond, Va.

License Protested

PROTEST was filed by Scripps-Howard Radio Inc. with FCC last week against issuance by the Commission in March of a license to WERE Cleveland for 5 kw on 1300 kc. Scripps-Howard contended the action was unlawful since it has an appeal pending in the U. S. Court of Appeals for the District of Columbia which opposes FCC's original grant of a construction permit to WERE and denial of its own bid there. Scripps-Howard is operator of WEWS (TV) Cleveland and has other radio interests.

WCAV | Norfolk's Leading Independent

announces

FULL-TIME OPERATION

on

850 kc 1000 watts

about May 15, 1950

Joseph Light,
President—Owner

In the prosperous Norfolk Metropolitan Market, WCAV soon will begin full-time operation on 850 kc. WCAV's 1000 watt power will assure national and regional advertisers a potential circulation approximating 1,500,000. In Greater Norfolk alone, over 567,000 people live and spend $450,000,000 annually in retail sales. WCAV can multiply sales in this responsive Southern Market. Burn-Smith Company has the full story on Norfolk's Leading Independent.

CAVALIER BROADCASTING CORP.

HELENA BUILDING — NORFOLK, VA.

Represented by Burn-Smith Co.

Promotion

CINNAMON-colored folder from WBT Charlotte, N. C., announces, "Here's how WBT automatically promotes your advertising in four ways." Large white number four is background on cover. Inside illustrates four media used in promoting its shows by station. First is courtesy announcements; second is station's dealer publication, *WBTips;* third is picture display in one of 50 public places, featuring picture of star on program, and fourth is two-column listener ads in local papers. Concluding text of promotion piece states that four-way service is automatically given sponsors.

Egg Hunt

EIGHTEEN-acre grounds of WCHV Charlottesville, Va., were "planted" with nearly 2,000 Easter eggs and thousands of jelly beans to be hunted by more than 2,000 children who took part in first annual WCHV-Peoples National Bank Easter egg hunt. Hunt was jointly sponsored by station and bank. Live broadcast of hunt was carried by WCHV and savings bonds and accounts ranging in value from $25 to $100 plus merchandise gifts were awarded children finding numbered eggs.

Radio Clinic

RADIO clinic was set up by WIBX Utica, N. Y., at request of group of New York State county agents who wished to be told how they could use radio to their better advantage. Ed Slusarczyk, farm program director of station, conducted clinic which was attended by more than 70 agricultural leaders. Discussions on script writing, microphone techniques and program production were given. Station Manager Eliott Stewart and Nate Cook, WIBX sales and publicity manager, contributed ideas on radio promotion of agricultural activities at clinic.

Pocket TV

LISTENERS to Mutual-Don Lee *Tom Mix* program are getting the opportunity to receive their own RCA Victor television sets, albeit in miniature. Sponsor, Shredded Ralston, and network are offering pocket-sized TV set for one Shredded Ralston box top and 20¢. Set is complete with five toy television films. In addition, youthful listeners may receive Tom Mix Tiger's Eye ring, and TV Bar Brand.

Contest Qualms

RECENT contest conducted over WMT Cedar Rapids, Iowa, almost had unfortunate repercussions for Tait Cummins, station's sports director. Mr. Cummins offered week's vacation to person and his family (for winner) who could guess winner and score of Iowa state championship basketball tournament. Contest pulled over 18,000 entries, more than half of whom named Davenport's team as winner. Had score been a conventional 45-40, Mr. Cummins and WMT would have had to award more than 50 free vacations. Score was 67-34, making Davenport, Mr. Cummins, WMT and winner all very happy.

Offer To Advertisers

SINGLE sheet announces to advertisers that KYW Philadelphia has "Plenty on the Ball." Drawing of pitcher throwing curve follows with text continuing: "Plenty of oomph with that hopped-up new antenna system. . . . Plenty of ever lovin' cash register music. . . . Plenty of high-power mail pull." Next to call letters is written, "The only thing in short supply is time."

Distributor's Card

EIGHT-by-ten card sent to radio distributors in Washington area by WWDC is headed, "When you're setting push buttons remember these are the *big four* in D. C." Drawing of dial with black arrows indicating positions of three Washington stations and red arrow giving WWDC's 1260 setting is shown. Lineup of frequency of other fulltime and parttime stations follows, as well as settings for FM and TV stations. Bottom of card reminds dealers to "Keep this card posted in your shop."

Advertisers Mail

LETTER from Herbert W. Frank Advertising Agency, Boston, to Clifford Youse, account executive at WLAW Lawrence, Mass., tells of sponsor and agency satisfaction with Bob Perry's *Melody Merry-Go-Round* show, citing its recent high mail pull. Outside of letter features picture of Mr. Perry under head, "WLAW Scores Again. . . ." On back of letter is lineup of talent heard over station.

Spring Planting

LETTER accompanied by packet of flower seeds makes up spring planting of WLS Chicago. Combination has been sent to 2,000 agencies and advertisers to spread story of "WLS' seeds of friendship and service which have flowered . . . into our great audience loyalty and acceptance," station states. One hundred thousand listeners will send 10¢ to station for seeds this year, as they have in past, text of letter reports.

Eye-Catching Promotion

"KEEP your eye on WHBY" proclaims banner across latest promotion piece from WHBY Appleton, Wis. Pictures of talent with cutlines briefly outlining their attractions follow, with long list of network talent opposite. Back of page sets forth facts and figures on Appleton market.

WKBN Report

SPRING 1949 BMB station audience report and Hooper report sent to trade showing coverage by WKBN Youngstown, Ohio. Front of folder gives explanation of terms used in report, with inside giving maps for daytime and nighttime audience areas, respectively. Station data by counties and cities is inserted on separate page, with back of folder made up of Hooper index.

Letter and Listing

LETTER from satisfied customer and list of stations using its service make up latest promotion piece of INS-Telenews service. Letter, from TV director of WOW Inc., Omaha, lauds "flexible" coverage given news events by INS. List includes sponsors of programs on various stations.

Weston Promotion

LATEST in series of promotion pieces from KSTP Minneapolis-St. Paul is folder incorporating story from fan magazine on Kim Weston, singer for station. Headed "Kim Comes Through," tale of how Miss Weston aided youthful listener is told, with pictures of star included.

Personnel

BILL GIVENS, formerly supervisor of farm broadcasting with WGY and WRGB (TV) Schenectady, N. Y., appointed supervisor of promotion for stations.

GENE MILLER, formerly continuity and promotion chief at KPOA Honolulu, T. H., and before that with KUTA Salt Lake City, joins staff of KELA Centralia, Wash., as promotion and program manager.

FRANK HALL FRAYSUR appointed promotion director of WLWD (TV) Dayton, Ohio. He is a former editor of *Life* magazine, and worked in television publicity before joining WLWD.

HAROLD STORM, formerly publicity manager of WOW Inc., Omaha, joins KFAB, same city, as member of promotion department.

BEE CANTERBURY, formerly publicist with Jeanette Ludlow & Staff, joins NBC Hollywood press department.

HAYWOOD MEEKS, formerly with WASH (FM) Washington and Continental FM Network, named publicity director for WOL Washington and WRFD Worthington, Ohio, both owned by Peoples Broadcasting Co. He previously was with WAYS Charlotte, N. C.

A. J. PUTMAN assigned to handle all promotion and publicity for KRLD-AM-TV Dallas. He formerly was member of stations' sales staff.

Feb. Personal Income

THE country's personal income in February—including the special insurance dividend payments to veterans—was at an annual rate of $219.1 billion, $1 billion higher than in January, the Office of Business Economics, U. S. Dept. of Commerce, announced. Several factors of a temporary or irregular nature affected the February change in the income flow, according to the report. It was pointed out that a substantial increase in dividend payments to veterans was counterbalanced by the wage loss resulting from labor-management disputes and by a sharp decline in agricultural income.

SRDS SECTIONS

List New Delivery Dates

STANDARD Rate & Data Service has announced new delivery dates for its monthly sections, replacing the present practice of mailing new sections on the first and fifteenth of each month. Beginning May 1, and monthly thereafter, the new sections will be delivered as follows: first of month, radio and television sections; 11th of month, newspaper and magazine sections; 21st of month, business publication section.

Under the new schedule, according to Walter E. Botthof, publisher of the Chicago advertising service, subscribers will receive their monthly radio and television sections on the dates to which they are accustomed. Magazine sections, it was pointed out, will be delivered earlier, on the 11th of each month, instead of the 15th, as before.

UP PIKE'S PEAK

KRDO Covers 'Barrow Push

JOE ROHRER, manager of KRDO Colorado Springs, Col., has enjoyed a long acquaintance with 14,100-ft. Pike's Peak — in all kinds of weather. As a long-time member of the AdAmAn Club, he has climbed the peak on New Year's Eve on more than one occasion to help members set off fireworks welcoming the New Year.

* * *

Mr. Rohrer (l) interviews Mr. Hightower atop Pike's Peak.

* * *

When Larry Hightower, famed wheelbarrow pusher, arrived in Colorado Springs and said he intended to push one up Pike's Peak, Mr. Rohrer decided to give the event complete coverage on KRDO and the Columbine Network.

Wheelbarrow Pusher Hightower left Colorado Springs on a Saturday last month. Bucking 20-ft. snowdrifts, winds of hurricane velocity and 40-to-50 degrees-below-zero temperatures, he finally made the summit the following Wednesday. All along the route and until the summit was reached, Mr. Rohrer, with a jeep outfitted with a 15-w remote transmitter, gave listeners an account of the trip.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

CANADA RADIO

CAB Recommends 2 Systems

TWO systems of broadcasting—one publicly owned, the other operated through free enterprise—would be best for Canada, the Canadian Assn. of Broadcasters told the Royal Commission on Arts, Letters and Sciences in hearings at Ottawa April 11-12.

The systems, CAB pointed out, would operate under an impartial regulatory body responsible to Parliament. The publicly owned system would be on a national basis independent of commercial considerations and devoted to the betterment of radio broadcasting in all its forms. The free enterprise system would be completely dependent on commercial revenue and in free and open competition with the national system.

Also outlined to the Royal Commission by CAB were an impartial radio regulatory body, an annual grant by Parliament to CBC, elimination of commercials from CBC programs and formation of networks by independent stations. In addition to CAB, the All-Canada Mutually Operated Stations, CBC, various trade organizations and the Canadian Radio Mfrs. Assn. presented briefs and answered questions at the commission's final hearings.

Technical

STANLEY STRICKLAND, formerly with WDMG Douglas, Ga., appointed chief engineer with WLOW Norfolk, Va.

DUANE WHITE, formerly with Don Martin School of Radio, Hollywood, joins staff of KELA Centralia, Wash., as engineer-announcer.

DONALD ERIK HEDMAN joins KBKW Aberdeen, Wash., as combination man. DALLAS NIEL BARNARD, engineer-announcer, resigns to join KREM Spokane.

JOHN W. WALSH joins KECA-TV Hollywood engineering staff as vacation relief studio and field engineer.

LABE MELL, film director, producer and chief cameraman for WTVJ (TV) Miami, Fla., is the father of a girl, Vallie Jeanne.

BOB TURNBULL, Don Lee Hollywood soundman, is author of *Radio and Television Sound* to be published by Rinehart Co. in January 1951.

COMPLETE LISTING of equivalent parts for over 200 television sets made by over 50 of American manufacturers is provided in Catalog No. 50 published by Crest Transformer Co., Chicago. Titled *Television Equivalent Parts*, catalog is available without cost upon request.

GENERAL RADIO Co., Cambridge, Mass., announces Type 874-LB slotted line and Type 874 coaxial elements which provide convenient and accurate system for impedance, standing-wave, voltage and power measurements at ultra-high frequencies.

News

BILL FOX, formerly member of news staff of KGW Olympia, Wash., appointed news editor of station, succeeding SAM CRAWFORD (see Commercial).

PAUL WILCOX, formerly with WHRV Ann Arbor, Mich., joins sports staff of WGAR Cleveland.

GEORGE F. THOMA, former assistant radio programmer with WILL U. of Illinois, Urbana, appointed radio news director of WGIL Galesburg, Ill.

MERL GALUSHA named supervisor of farm broadcasting at WGY and WRGB (TV) Schenectady, N. Y. He succeeds BILL GIVENS (see Promotion).

HANK WEAVER starts five weekly series of sports commentaries on KECA Los Angeles.

BOB CLELAND, formerly with *Chehalis* (Wash.) *Advocate*, appointed news director of KELA Centralia, Wash.

TOM HARMON, sportscaster and former All-American football player, joins KNX Hollywood as sports director. He starts five-weekly, quarter-hour *Tom Harmon Sports Show* on station. Mr. Harmon currently has television program with actress **Elyse Knox** on KFI-TV Los Angeles in addition to doing announcing on baseball games on station.

PAULINE FREDERICK, ABC news analyst, receives special award from New York chapter of Theta Sigma Phi, national professional fraternity for women in journalism. Award was given Miss Frederick for "her able coverage and interpretation of events of national and international significance."

BRUCE BARRINGTON, news director of KXOK St. Louis, elected to three year term on Board of Education of Illinois School District 54.

Second MGM Series

THE SECOND 26-week cycle of MGM Radio Attractions programs, eight series featuring Hollywood star talent, has been put into production, Bertram Lebhar Jr., director of WMGM New York and head of the MGM radio production firm, announced last week. Like the first 26-week series of shows, the new group will cost a half-million dollars, he said. About 200 stations subscribed to the first cycle.

You Can Still Strike It Rich
IN CALIFORNIA!

THROUGH KWKW*
YOU CAN REACH
THE BONANZA OF
FOREIGN LANGUAGE
AND NEGRO PURCHASING POWER IN THE

Pasadena-Los Angeles
AREA

In This, The Nation's Third Market KWKW Serves A Mexican Population Which Is Second Only To That Of Mexico City.

KWKW REGULARLY BROADCASTS

MEXICAN programs reaching over 250,000 persons
ITALIAN programs of interest to 55,000 listeners
YIDDISH programs servicing over 250,000 persons
NEGRO disc jockey programs appealing to over 250,000 listeners
JAPANESE programs enjoyed by some 25,000 persons
GREEK and PORTUGUESE programs reaching over 23,000 people

*KWKW Has A Record Of Longest Continuous Service To This Great Audience. All AM Programs Simultaneously Broadcast on KWKW-FM.

1000 Watts KWKW AM and FM
FULLTIME ON 1300 KC

Ask your nearest FORJOE man or write Promotion Department, 800 Sierra Madre Villa, Pasadena 8, California

Transit's Radio Growth

(Continued from page 24)

operate in the black. Many of the pioneers have had extraordinary expenses in promotion, receiver development and sales. Others are charging off engineering, development and depreciation costs at a high rate. Some of our TR stations, while not in the black, have reduced their operating losses. Technically this is not making money, but it does reflect a dollar saving. TR's expense of operation is from a third to a half of a comparable AM station. TR cannot be affected by any other radio or television station no matter how many are in your city or area. TR is new, dynamic and here to stay. I know of no other way to realize a profit on an FM investment in the immediate future. Also, remember this, TR's programming is popular in homes and elsewhere. It is the type of radio service most people like. Hundreds of FM home listeners have expressed appreciation of TR's type of programming. It is a type of scheduling FM broadcasters should consider whether or not Transit Radio is adopted.

Cites Obligations

The second question without comment thus far concerns the objectors to TR. I believe that most minority groups who write letters of complaint to newspapers, radio stations, transit systems and others are sincere. I respect their opinion and tenacity, BUT the American way of life is guided by the will of the majority and a vast majority approve of Transit Radio. Introduction of new services, inventions and ideologies have created disagreement since time immemorial, but where would this nation be today if the disapproval of minor groups had stopped the wheels of progress? Frequently there is a small flurry of criticism inspired or encouraged by competing advertising mediums. We find that the bulk of the complaints come from elderly riders. There must be a biological reason for this. I do not want to infer that complaints are many. In the aggregate, disapproval is registered by as few as 1% to a high of 5%. The remainder approve of TR or have no opinion. I say again that Transit Radio is a powerful agent for public good. It entertains, it instructs, it sells and it is proving itself to be a wise investment for the FM broadcaster.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
Rep: HOLLINGBERY
5kw (d) ABC 1kw (n)

TRANSIT HEAD
Draws Editorial Comment

SUGGESTION of Chet L. Thomas, KXOK St. Louis and chairman of the executive committee of Transit Radio Inc., that a small minority opposition to transit radio should not deprive the public of a service it desires drew sharp editorial comment from the *St. Louis Post-Dispatch* (KSD).

In addressing the NAB FM meeting in Chicago Monday morning, Mr. Thomas pointed to transit as the forthcoming sixth medium (see story page 24).

The next day the *Post-Dispatch* carried an editorial suggesting Mr. Thomas had proposed "a novel view of life in a free country." The *Post-Ditspatch* added:

"By the same logic, everybody would have to eat oatmeal for breakfast if the majority decided that oatmeal was the ideal breakfast food. The pipe-smoking minority would have to take up cigarettes if a pollster could show that the majority favored cigarettes.

"Manhattans, old-fashioneds, sidecars and just straight bourbon would be out if the majority voted for martinis.

"Mr. Thomas looks askance at minorities. 'Where,' he asks, "would the nation be today if minority groups had stopped the wheels of progress?' Did he mean to say 'profits,' rather than 'progress?' In any event he might take another look at his United States history to learn that minorities have always been the great force behind the nation's advances. And he might also have a look at the constitution which is so jealous of minority rights. No, while the majority may decide elections, it has no right to shape people's personal lives against their will."

KXOK operates transit service in St. Louis, with 1,000 busses and trolleys equipped with receivers.

Allied Arts

SAMUEL GLUECK, sales promotion director for Frederic Ziv Co., resigns. He has been with firm for two and one-half years. Future plans have not been announced.

BLANCHE GAINES, writers representative, moves her office to 40 East 49th St., New York, offices of Fenton Productions, where she will work in conjunction with Mildred Fenton, in addition to her own duties.

JAMES W. LUCAS appointed director of product development of Associated Program Service, New York. He was formerly director of programming. **CLIFFORD E. GREENLAND**, previously commercial manager, appointed account executive in station relations department of Associated Program Service. He is succeeded by **WILLIAM H. HOUGHTON**, formerly staff assistant, who assumes position of assistant service manager of service department.

HAROLD HIGGINS, formerly associate of Adolphe Wendland & Assoc., and before that Chicago sales manager for WOR New York, forms new product promotion company to be known as **Harold Higgins Co.**, 6331 Hollywood Blvd., Hollywood.

HAL TATE PRODUCTIONS, Chicago, announces sale of transcribed show, *Who's Talking*, to KYW Philadelphia. **HAL TATE**, owner of package firm, returns to his work after long illness.

ROBERT J. LANDRY, formerly head of writing staff of CBS, appointed director of summer program at New York U.'s Summer Radio-Television Workshop.

DIRECTORS of Television Fund, subsidiary of Television Management Shares Corp., Chicago, declare 12-cent per share dividend payable April 29 to holders of record April 17. Same amount was paid Jan. 30.

RADIO REPORTS Inc., New York radio "clipping bureau," recently opened offices in three additional cities, San Francisco, Cleveland and Philadelphia. Company, with headquarters in New York, also has branches in Washington, Boston, Chicago and Detroit.

Equipment

Dr. DONALD B. SINCLAIR appointed chief engineer of General Radio Co., Cambridge, Mass. He has been assistant chief engineer of firm since 1944 and is member of board of directors.

H. W. GRANBERRY named district representative for Southwestern District of General Electric Co. He will have responsibility for sale of broadcast equipment and will headquarter in Houston, Tex.

I. J. MELMAN, former member of technical staff of RCA Industry Service Laboratories, named head of advanced development division of Air King Products Co. He will be in charge of the advanced development division of company.

CONSUMERS SUPPLY Co., Des Moines, named distributor of Stewart-Warner radio and television products in 51 central Iowa counties. **EDWARD C. MUELHAUPT** is president and manager.

REEVES SOUNDCRAFT Corp., Long Island City, N. Y., moves to 35-54 36th St., Long Island City.

NATION-WIDE contest for radio battery dealers and RCA battery distributors' salesmen that offers $10,000 in prizes is underway conducted by RCA Tube Dept. Two first prizes are 1950 Ford custom sedans. Called "Get the Facts," contest is open to all radio battery retailers and their full-time personnel. Contest is designed to acquaint radio dealers with features of RCA radio batteries and opportunities offered to trade and closes June 30.

MUNTZ TELEVISION purchases former Howard Radio plant which it occupies in Chicago. Four-story structure has 700,000 sq. ft. of space, housing 900 employes and research and manufacturing facilities of the TV set production firm.

Ryan Named

(Continued from page 23)

Federal Communications Commission to the Chairman of the Commission important executive and administrative functions of the Commission; and WHEREAS, the plan perverts the recommendations of the Hoover Commission on Organization of the Executive Branch of the Government, and is in conflict with existing law;

THEREFORE, BE IT RESOLVED, that the NAB Board of Directors opposes Plan No. 11 and urges Congress to reject it.

Attending the board's meeting, final session of the board as then constituted, were:

Harold E. Fellows, WEEI Boston, District 1; Michael R. Hanna, WHCU Ithaca, N. Y. District 2; George D. Coleman, WGBI Scranton, Pa., District 3; Campbell Arnoux, WTAR Norfolk, Va., District 4; Allen M. Woodall, WDAK Columbus, Ga., District 5; Henry W. Slavick, WMC Memphis, District 6; Gilmore N. Nunn, WLAP Lexington, Ky., District 7; Harry M. Bitner Jr., WFBM Indianapolis, District 8; Charles C. Caley, WMBD Peoria, District 9; William B. Quarton, WMT Cedar Rapids, Iowa, District 10; John F. Meagher, KYSM Mankato, Minn., District 11; Clyde W. Rembert, KRLD Dallas, District 13; Hugh B. Terry, KLZ Denver, District 14; Glenn Shaw, KLX Oakland, District 15; Calvin J. Smith, KFAC Los Angeles, District 16; Howard Lane, WJJD Chicago, and James D. Shouse, WLW Cincinnati, large stations; Kenyon Brown, KWFT Wichita Falls, Tex., and G. Richard Shafto, WIS Columbia, S. C., medium stations; Merrill Lindsay, WSOY Decatur, Ill., and Clair R. McCollough, WGAL Lancaster, Pa., small stations; Eugene S. Thomas, WOIC (TV) Washington, and Robert D. Swezey, WDSU-TV New Orleans, TV stations; Frank U. Fletcher, WARL-FM Arlington, Va., FM stations. Excused were Harry R. Spence, KXRO Aberdeen, Wash., District 17; Everett L. Dillard, WASH (FM) Washington, FM stations, and Patt McDonald, WHHM Memphis, newly elected small stations director.

Attending as newly elected members who take office at the June meeting were:

William B. Fay, WHAM Rochester, N. Y., District 2; Harold Essex, WSJS Winston-Salem, N. C., District 4; Harold Wheelahan, WSMB New Orleans, District 6; George J. Higgins, WISH Indianapolis, District 8; Jack Todd, KAKE Wichita, District 12; William C. Grove, KFBC Cheyenne, District 14; A. D. Willard Jr., WGAC Augusta, Ga., and John Esau, KTUL Tulsa, medium stations; Edgar Kobak, WTWA Thomson, Ga., small stations; Ben Strouse, WWDC FM Washington, FM stations.

SHORTLY before primary elections, KIMV (FM) Hutchinson, Kan., will make 15 minutes available to every county candidate for election in area.

'MAGICAL FIFTH'

Offers Technic Treat

BLONDES were mixed equally with business tips as transcription firms, library services and other businesses of broadcasting hosted NAB conventioneers on the "Magical Fifth" floor of Chicago's Stevens Hotel. Thirty-seven allied firms centered their displays on one floor, decorated suites flamboyantly to catch attention and posted placards about the corridors.

Novelty items, though numerous, were less plentiful than at last year's convention. One gimmick which brought visitors flooding into a display room was that of International Derrick and Equipment Co. Representatives took rapid-developing pictures of guests and presented each with his own in a cardboard folder. The picture background was an Ideco derrick. Firm also ran a color reel showing construction of WCON-TV Atlanta's new 1,057-foot tower, one of the highest in the country.

Broadcast Div. of Capitol Records Inc. served drinks behind a bar topped with a montage of record labels and backed by a view of Sunset and Vine in Hollywood. Transcriptions numbering 4,500 were plugged as coming from "the entertainment capital of the world." Service offers themes, mood music, musical bridges, sound effects and 30 musical programs.

Lang-Worth Signs 19

Cy Langlois of Lang-Worth Feature Programs reported a steady flow of visitors and the signing of 19 contracts by the end of the second day of the management session, "the best business we've seen at the NAB convention for 10 years." Lang-Worth introduced its new half-hour, once-weekly show, *Remember When*, slated for release this week. Talent just signed include Russ Case and his orchestra, Allen Dale, Connie Haines, Juanita Hall, Patti Page, Leon Payne and his Western music and Eugenie Baird.

Charles Michelson Inc. featured material on its *Blackstone, Magic Detective* co-op series, with its new contest among district sales managers. Firm is releasing for the first time two TV shows, both five-minute, open-end three or five-a-week offerings. They are *Capsule Mysteries* and *Blackstone's Magic Secrets*. A recent AM release is *Dumas' Cavalcade*.

Frederic W. Ziv Co. showed merchandise manufactured on its *Cisco Kid* trademark, popularized by the transcribed show. Products include a cowboy suit, tee shirts, blue jeans, holsters, belts, shorts, mittens, gloves, hats, lariat and coloring books. Promotion also pointed out that "267 stations have 439 sponsors of *Meet the Menjous*."

Standard Radio Transcription Service announced a new subscriber-bonus, 60 15-second weather jingles sung by Two-Ton Baker. Convention-goers received a novelty coin and watched the history of the firm flash on a screen in 30 cartoon slides. *Sports Parade*, a three-a-week, quarter-hour open end show written by Don Watrick, was introduced.

Telecasters viewed five picture tube models exhibited by Federal Telephone and Radio Corp., including the only 14-inch rectangular tube shown at the convention. Federal, which manufactures a variety of high-power broadcast tubes, also demonstrated a 1 million w tube with high-power pulse for a cyclotron.

International News Service has hypoed its TV activity since the last convention, and now offers a Telenews-INS daily film show, newsreel weekly, and a weekly sports reel. One or more of its services is now on more than 70 stations, and orders were received last week from WHBF-TV Rock Island, WLAV-TV Grand Rapids, WJIM-TV Lansing, Mich., and WTMJ-TV Milwaukee. International News Photos offers telecaster spot news pictures daily, a still picture package, *TV Photo Quiz, Style Preview* and daily pictures by mail.

Super Projectall Shown

In conjunction with the INS exhibit was that of the Super Projectall, developed by Tressel Television Productions. The instrument, released nationally through INS, is a new version of the Projectall introduced a year ago. The remote-controlled combination-TV device has two built-in 35mm transparency projectors, two automatic opaque systems, and apertures for a 16mm motion picture projector with built-in multiplexes.

Gimmicks were showered by RCA Recorded Program Services, which distributed keys labeled "512" via blonde models who admitted it was the key to their rooms. After the second day, the models switched their line to "Thesaurus is setting the trade on fire" and passed out match books with an RCA message.

C. P. MacGregor Electrical Transcriptions displayed its entire library, which stations can buy. Salesmen gave visitors fake $100 and $1,000 bills, pointing out that these sums could be saved by using its services. *Hollywood Theatre of Stars* and *Proudly We Hail* were showcased. *Forward America* was auditioned as the latest show of World Broadcasting System. World also promoted its time signal, commercial and weather jingles.

Microgroove recordings and their operation were explained by a Columbia Transcriptions representative, who contrasted today's record with that of 20 years ago. Today's microgroove is 10 inches in diameter, weighs six ounces and is .0075 inches wide. That of two decades ago was 16 inches in diameter, weighed two and one-half pounds and was a quarter-inch thick.

McIntosh Engineering Lab and Magnecord shared display space, with the former showing its amplifier and amplifier equalizer. Magnecord demonstrated its three-head unit monitor, amplifier and power supply unit, and the new PT63 Magnecorder with three heads which erase, record and play back. The PT7-CC console includes a mechanical unit, console amplifier and cabinet.

Affiliates of Keystone Broadcasting System were entertained by President Naylor Rogers and his associates in a suite next to that of Musicolor, which introduced the "dancing light." Potentially a video aid, Musicolor synchronizes popular and classical music with a pattern of colored lights flashed on a screen. Broadcasting Program Service offered 5,000 reels of tape recorded music for transcriptions, records, films, wired music and TV films. Associated Program Service, auditioning its shows and talent, claims 700 stations buy its "programming for profit."

Fairchild Recording Equipment Corp. brought out new improvements in its professional moving

(Continued on page 57)

Cash Registers Ring
in Central Ohio
when folks hear it on WBNS
WBNS
If you want sales in central Ohio then it takes WBNS to do the job for you . . . Yes, WBNS has the listeners with the buying power who will step into the stores and purchase your product. There are 187,980 families in this area who keep tuned to WBNS plus WELD-FM. Twenty-five years of listening have proved to them that they can depend upon WBNS for the best in news, entertainment and information. That's why this station does a better selling job at less cost to advertisers.
ASK JOHN BLAIR
POWER 5000 D · 1000 N · CBS COLUMBUS, OHIO

Learn how to reach . . .
MAIN STREET BUYERS
Where TV does not
Compete for
YOUR AUDIENCE

SEE PAGE 87

NAB's Conclave

(Continued from page 19)

gates in Chicago and they were rewarded with a series of earthy discussions.

Third, those who came to bury FM were stopped short Monday morning when several hundred AM-FM and FM-only managers threw into the pot a crop of ideas on how to make money with an FM facility.

They agreed that FM is on the downgrade in a lot of cases but contended the medium has technical advantages that keep alive the hope for a better future and that perhaps could be the savior of aural broadcasting.

Want Business Talk

Success of these three plain-talk work sessions accounted for the oft-heard delegate comment that NAB conventions should be good, solid business gatherings instead of speeches. Prospect of stiffer competition among radio media and against other types of advertising spurred this line of thinking.

The upper echelon talks about the responsibility of broadcasters were topped by the Tuesday speech by Chairman Coy. He was not as rough as he has been at some past conventions though there was no avoiding his punch in urging broadcasters to watch their program and advertising standards. Those interested in learning when the TV freeze would be lifted were disappointed. The chairman predicted TV would become the dominant radio medium.

Convention exhibitors were somewhat let down over the volume of traffic in the Stevens Exposition Hall (heavy equipment) and the "Magic Fifth Floor," where light equipment and services were on display. On the other hand, many of the exhibitors said the convention was a success from a business standpoint because traffic was interested in looking and buying.

Attendance at the eight-day series of meetings totaled 2,345, according to NAB. This comprised 900 registered delegates at the Management Conference—343 at the Engineering Conference—242 at the Independent's Day—300 ladies and visitors—560 exhibitors and press. The total was about 300 less than the 1949 convention.

The banquet attendance Tuesday evening was 1,050, about 300 fewer than a year ago. Entertainment at the banquet was provided by BMI on its tenth anniversary. This anniversary, incidentally, was an important feature of convention proceedings as BMI exploited its decade of success as an industry copyright reservoir.

From the standpoint of time-selling and efficient management, the three work sessions (FM, Labor and TV) produced little that would help the AM station manager who is concerned about rate-cutting, competition and rising costs.

The BMB discussion Tuesday morning yielded a review of BMB's status and a few inklings on the proposed Broadcast Audience Measurement Inc. as successor. Delegates interested in knowing about BAM left the meeting disappointed.

Two key agency executives gently warned broadcasters they need reliable and uniform coverage data if they are to justify the expenditure of advertiser's money on radio (see story page 65).

A new slant on the problem of providing sales service to the industry developed when a study was approved on the advisability of having separate AM and TV advertising operations. A resolution for such a study was adopted unanimously. As envisioned, there might be a BAB-AM and BAB-TV arrangement, either inside NAB itself as BAB stands at the present or operated outside the fold as separate corporations.

Many broadcasters talked over their individual sales problems during the convention with Maurice B. Mitchell, BAB director, who spoke during the Sunday Independents meeting. Other members of the NAB staff served in consulting capacities during the convention.

Indicative of the desire of AM stations to meet rate-cutting pressures head-on was a proposal to develop a system of showing the extent of auto, outside-the-home and multiple-set listening.

Rate-Cutting Issue

The rate-cutting problem drew little management discussion. Judge Miller replied to a wire from Walter H. Annenberg, WFIL Philadelphia president, by saying he felt NAB could not appropriately take a stand on the station's recent rate adjustment (see story page 29).

Interest was keen in the election by the board of Mr. Ryan to be general manager (see story page 23). Mr. Ryan brings to NAB more than a decade of broadcast management experience as well as a long record of participation in key industry and NAB operations. Judge Miller retains policy power and will be free to spend more time in high-level functions.

Mr. Ryan will serve as a general manager operates in any organization and will not be expected to function as a speech-maker. He will probably work out a membership campaign to halt the resignation tide. Most of these resignations occurred at the time of the April 1 dues increase. In addition he is authorized to hire a field representative to work on membership. Mr. Ryan has power over the entire NAB organization except the president and general counsel.

Those who went to Chicago in expectation of seeing a network revolt were disappointed. The networks were there, but their high executive level, except for ABC was not represented. Station relations officials carried the convention ball.

NAB and the networks will meet May 15 to see what can be done about their differences. No one could be found among the network delegations who would indicate any of the four associate members would resign prior to the meeting. NAB officials hope the reorganized headquarters operation will remove network complaints.

Tribute was paid Judge Miller at the Tuesday morning management meeting when a resolution was adopted unanimously praising his regime and the prestige he has brought the industry (see resolution story page XX). The convention applauded the judge after adopting the resolution.

The subject of member resignations didn't arise during the management meeting, except in informal corridor discussions. The undercurrent of feeling about some phases of NAB's functioning was discussed in group conversations but there was no concerted expression. Some stations are thought to have delayed resigning until the convention was over, but belief prevailed that the pre-April tide of resignations had halted.

Engineers Meet

The Engineering Conference that started April 12 was well attended and when it was over Saturday, April 15, the technical members of NAB agreed they had taken part in an outstanding session [BROADCASTING, April 17].

NAB's Engineering Committee held two meetings during the technical conference. The first was held April 12 [BROADCASTING, April 17] and it went deep into the NARBA crisis. A second meeting was held April 14, with many committee members fearing there

Efficiency

SYSTEM of certifying delegates to NAB business session held last Tuesday at Stevens Hotel, Chicago, was so efficient that hotel officers refused to let Don Petty, NAB general counsel, enter delegate section. When the NAB attorney's oratory left the officer cold he obtained an official delegate's voting certificate and walked triumphantly down the aisle.

HOT ROCKETEER! . . .

DULUTH, MINN.—"Hot rod? Heck, no!" says Otto Mattick as he prepares to touch off his hot rocket. "It takes something with super-sonic drive to get me up where I can see the soaring figures of the KDAL Hooper in this prosperous Duluth-Superior Market." KDAL is way out in front with the audience in this market—America's 51st in Retail Food Sales. Why not let KDAL put your food product way out in front in this bonus market?

Getting ahead in the Duluth-Superior Market is easy. Ask Avery-Knodel for availabilities. KDAL does the rest.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

• MORNING
• AFTERNOON
• EVENING

Your best buy in Hartford! Send for new Market Study, now going to press! Write Wm. Malo, Commercial Manager, WDRC, 750 Main St., Hartford, Conn.

CBS

might never be another North American Treaty. The alternative, they explained, was electronic warfare with Cuba and Mexico.

NARBA and many Federal regulatory problems were discussed during the annual FCC-Industry Roundtable held April 15 (see story below). FCC engineering officials submitted pointed questions from industry delegates. Here, too, the consensus indicated fear of non-treaty warfare though the idea was proposed that some industry engineers don't want a treaty.

The eight-day agenda was devoid of knotty issues. There was little of the intense feeling that developed at the 1949 convention over formation of an advertising bureau or over the rocky career of BMB Study No. 2.

ROUNDTABLE

NARBA, Other Problems, Covered

HOPE for adoption of a third NARBA rests in the friendly attitude of U. S. and Cuban delegations and informal promise of Mexico to enter treaty negotiations when they resume in Washington late next summer or early autumn, NAB technical members were told during the annual FCC-Industry Roundtable winding up the Third NAB Engineering Conference.

Four-day program ended Saturday, April 15, at the Stevens Hotel, Chicago, as a feature of NAB convention week (first three days reported in BROADCASTING April 17).

The roundtable went into practical station operating problems and the trend of FCC thinking along station lines. Stuart Bailey, of Jansky & Bailey, Washington, presided. Future of FM, inadequacy of AM, FM and TV receiving sets sold to the public and interference problems were taken up by a panel consisting of six industry and six commission executives.

T. A. M. Craven, of Craven, Lohnes & Culver, said the industry is not agreed on desirability of a treaty but the government wants one. E. K. Jett, WMAR-FM-TV Baltimore, said a treaty is necessary or stations will be pushed right back into their antennas at night because of interference.

Raymond F. Guy, NBC, said a treaty is desirable but not "at any price." Assignments are in Cuba's favor now, he added, pointing to Havana as the "most flagrant example" of excessive assignments. Curtis Plummer, FCC chief engineer, said it is difficult to maintain the *status quo*. James E. Barr, of the FCC panel, reviewed history of NARBA negotiations.

The FCC freeze was eliminated as a topic because of its controversial nature, but Mr. Plummer gave some general views on the subject. He said the next phase of the video hearings will go into common carrier problems. This should move quickly, depending on cross examination, he said, but there are 200 appearances on general and special allocations and these may take months since the FCC must spend at least two days a week on normal work.

Edward W. Allen, of the FCC group, said the ad hoc industry committee's Volume I and addenda was to have been taken up April 21 and then released, after which the Commission can proceed with individual allocations.

Cites Next Step

Edward A. Wheeler, WEAW (FM) Evanston, Ill., raised the question of FCC jurisdiction over pulse and supersonic emissions used in transit radio, storecasting and similar services. The question proved too tough, but FCC spokesmen said a fact-finding hearing will likely be held. FCC has received no complaints of interference or degradation of service, it was added.

The future of FM drew comments from many sources, with agreement that it is not an engineering but an economic problem. Mr. Jett said WMAR-FM is losing $8,000 a month and cannot keep operating indefinitely. John H. DeWitt Jr., WSM Nashville, recalled the recent demise of WTMJ-FM Milwaukee, a pioneer station. It was noted that FM's progress is spotty, with North Carolina one of the bright spots.

C. M. Jansky Jr., of Jansky & Bailey, asked if TV and AM operations violate the duopoly rule. Similar point was raised about AM-FM stations. Several persons commented on the statement by Robin D. Compton, WOIC (TV) Washington, that TV could carry FM piggy-back since they are supplementary and use common plant facilities.

Interference problems were discussed at length after the point was raised that many suburban transmitters that were built in sparsely populated areas are now surrounded by houses. Sharp complaints were made about the quality of receiving sets. Mr. Plummer said many set makers turn out receivers suitable for 90% of locations but not efficient in problem areas.

Makers' Invitation

Suggestion was made that set makers be invited to the 1951 conference. Mr. Barr observed that the licensee must do what he can if complaints are numerous and added that the station must renew its AM license every three years.

The aviation angle of tower sites was bought up but Mr. Plummer said FCC-CAA negotiations had been laid aside.

Monitor receiver for reproduction of picture as it would look on an ideal TV receiver was described by Jack W. Downie, General Electric Co. The equipment also provides means for making two transmitter measurements necessary for top performance. These are the transient and double to single side band response characteristics.

George Adair, Washington consultant, presented the first draft of detailed information worked up by NAB to aid stations in complying with the new FCC rule requiring yearly proof of technical performance measurements on AM and FM outlets. First measurement is due before Aug. 1, 1950.

Richard P. Doherty, NAB employe-employer relations director, urged engineers to double up personnel at smaller stations to avoid overspecialization into cases where 40 man hours of time are assigned to a 20-hour job. He urged use of the man on another assignment for the unused hours, and pointed to need for careful "human engineering" at stations. Mr. Doherty said engineering and technical salaries take from 9.5% to 14% of the average station's revenues.

SEE THE BMB STORY ON THE SOUTH

•

➔ *See Centerspread This Issue* ←

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

k-nuz SUCCESS STORY! NO. 4

Mr. Fred G. Forshag

"AN 85% INCREASE IN BUSINESS SINCE WE STARTED USING KNUZ RADIO TIME" — that is Mr. Fred G. Forshag talking — manager of the RICE BROKERAGE COMPANY, Hermann Building, Houston, Texas. Mr. Forshag continues, "Our organization specializes in short-term personal loans. For our purposes, we have found KNUZ Want Ads just the thing. We started these ads in September 1948, and have stuck by them religiously ever since, for they have brought regular results. But in September 1949, we signed a contract for two additional spot announcements nightly on the disc-jockey show "Beehive," from 10:30 to 12 midnight. As a result of this show, *our business surged 85% over a two-month period!* Our success was vastly greater than anticipated, and we are determined to *increase* our KNUZ time in the future."

(Upon request, KNUZ will be happy to furnish complete story of the success of the RICE BROKERAGE COMPANY, or you can contact Mr. Fred G. Forshag at his office in the Hermann Building, Houston, Texas, telephone AT-wood 5716.)

Before you buy the Houston market check the top Hooperated availabilities K-nuz offers. You'll be dollars ahead in sales and savings.

CALL, WIRE OR WRITE

FORJOE: NAT. REP.

DAVE MORRIS, MGR.

CE-8801

k-nuz

(KAY-NEWS)

9th Floor Scanlon Bldg.

HOUSTON, TEXAS

Independents

(Continued from page 26)

the strength of advertising itself.

He saw no reason why the development of television should put more pressure for rate cuts upon AM than upon other media, and urged broadcasters and buyers to re-evaluate the basic rate structures of the broadcasting media instead of succumbing to rate-cut pressures.

Taking a look at the NAB, Mr. Kobak expressed hope that AM, FM and TV divisions, with each under strong leadership, may continue under one broad association. But he made clear that radio and television are competitors and that he felt BAB's sales service functions should be separated and operated competitively.

He felt NAB should seriously consider moving headquarters from Washington to New York, where it would be nearer the "business of broadcasting," while maintaining a branch office in Washington.

Urging stronger selling, he noted that General Mills has bought 65 half-hours for this summer—one of the largest summer orders—but pointed out the idea did not come from broadcasters. He cited other instances in which it was the advertiser or agency rather than the medium itself which originated big ideas and big time sales.

Mr. Kobak also suggested a review of research policies, asserting that tripartite control of research in radio has not had too good a history and pointing out that in other fields the policies are controlled by the sellers, not the buyers.

Research Review

In the afternoon session the spotlight was thrown on transcription and record libraries, BMI material, selling techniques, mail-order business and international cooperation as "program resources" to be developed and sold, and on the legal technicalities confronting broadcasters in setting up and selling sports programs, particularly baseball and racing broadcasts.

Arnold Hartley, WOV New York, was in charge of the program resources section and Patt MacDonald, WHHM Memphis, presided over the sports clinic.

AT NAB's Tuesday luncheon head table are (l to r): Robert D. Swezey, general manager of WDSU New Orleans; Eugene S. Thomas, general manager of WOIC (TV) Washington, and Kenyon Brown, president of KWFT Wichita Falls.

The importance of transcriptions and records as program sources was stressed by John Sinn, executive vice president of Frederick W. Ziv Co. and World Broadcasting System; Sellman C. Schulz, vice president of Decca Records, and Charles Grean, assistant recording director of RCA Victor Div.

Mr. Sinn noted that transcriptions are a "tremendously important source of radio program material designed expressly for radio," and advised his listeners to "forget all you knew" about transcriptions and get a new outlook from the 1950 product. "A new era is dawning," he asserted, declaring there is "a transcription answer" to program, sales, cost and revenues problems.

Messrs. Schulz and Grean outlined features of their respective catalogs which broadcasters could use, including children's and dramatic programs, dance-band shows, etc.

Carl Haverlin, BMI president, outlined BMI services to broadcasters—including one script series which he said is sold to sponsors by almost 1,000 stations. Other services include additional scripts, pin-up sheets listing top tunes and most popular folk music, a news letter, record report, the *BMI Music Memo*, model music library, disc data, research bulletins, various indices, record labels and basic BMI transcription library.

BAB Director Maurice Mitchell reported that BAB has "radically changed" military policy on advertising, so that radio can get its share, and announced that an "agreement" had been reached whereby at least one of the half-hour recruiting shows will be opened up for commercial announcements, although the show itself may not be sponsored.

Programming's Position

He urged stronger and more personalized selling approaches, with emphasis on sale of programs rather than spot announcements. He questioned the program manager's place in top management, and asserted, though conceding he was biased, that "I consider a program as a space between commercials."

International program cooperation was emphasized by Edward Gruskin, chief radio officer of the Economic Cooperation Administration; Alfred Puhan of the State Dept.'s Voice of America, and Pierre Crenesse, director of the North American Service of the French Broadcasting System.

Mr. Puhan, acting chief of the program operations branch of the State Dept.'s International Broadcasting Div., said the Voice is currently broadcasting 30 hours daily in addition to 1,300 discs shipped overseas each month.

He estimated Russia is spending $200 million on counter-propaganda efforts in the "cold war"—which, he warned, "can turn hot at any moment."

Mr. Puhan called upon U. S. broadcasters to submit program material—particularly foreign-language programs—for use by the Voice, and said the Voice in return could supply program material on a limited basis and would act as go-between to secure material from overseas stations. In the same theme Messrs. Gruskin and Crenesse pledged the cooperation of their respective organizations.

The appeal and advantages of "mail order business" were sketched by Ralph Weil, WOV New York. "I like mail order because it brings in business," he declared. "I don't like per inquiry because I don't like two prices." WOV, he reported, sells no mail-order time of less than 10 minutes, three times a week for at least two weeks; reserves the right to check copy and products and requires advertisers to make a money-back guarantee to listeners.

An invitation to broadcasters to exchange ideas by reporting their program, sales, promotion and similar innovations to the trade press was extended by Jerry Fraken, *Billboard* radio editor.

Most of the sports clinic—to a great extent off the record—was devoted to organized baseball's recent changes, inspired by the Justice Dept., curtailing a local baseball club's veto power over local broadcasts of major league games.

Washington Radio Attorneys Frank Fletcher, part owner of WARL Arlington, Va., and Leonard H. Marks made clear that the local club's say-so is required only during the times the local club is playing at home, and is limited to stations whose transmitters are located wihin 50 miles of the local ball park.

Strouse Talk

Ben Strouse, of WWDC Washington, discussed the selling of sports adjacencies — concluding from his experience that the problem is not in selling them but in finding enough to meet the demands of advertisers.

Mr. Fletcher also called attention to the pending Justice Dept. anti-gambling bill, which would impose special restrictions on the broadcast of horse-race information (see story page 62). He pointed out that Congress is currently considering the bill and suggested that, for stations that would be affected, now is the time to communicate their views to Congress.

NAB General Counsel Don Petty submitted an "interim report" which showed, on the basis of a survey, no uniformity among school authorities with respect to the granting of broadcast rights to scholastic sports events. With replies received from 22 states, the report said, more than 75% indicate "the granting of the rights on a gratuitous, non-exclusive basis was the normal practice." The NAB law department concluded that "more can be accomplished public-relations-wise than by resort to the courts."

Lang-Worth Additions

LANG-WORTH Feature Programs Inc., New York, in the past two months has contracted with 108 additional radio stations to carry its new eight-inch library.

FARM STATION?

Yes! For almost a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Split Sales Promotion

(Continued from page 22)

quest television set manufacturers to install FM tuners in all television receiving sets.

WHEREAS the district meetings held throughout the country have been brought to a new and greater usefulness to the membership under the supervision of Judge Miller,

WHEREAS Judge Miller has achieved greater recognition of the interests of the broadcasting industry in the field of international radio and has secured participation of broadcasting representatives at the policy level in international negotiations, and

WHEREAS the leadership of Judge Justin Miller has brought greater prestige and respect for the policies and contribution of broadcasting to the American way of life,

THEREFORE BE IT RESOLVED . . . that NAB members heartily commend the leadership and inspiration which have been provided by their president, Judge Justin Miller, and pledge him their continued support in his administration of the association.

WHEREAS the consummation of a fair and equitable television per-program license with ASCAP is vital to the best interests of all radio broadcasters, regardless of the type of license under which they choose to operate, and

WHEREAS an industry-wide committee has been appointed to negotiate a fair and equitable television-ASCAP per-program license, and

WHEREAS it appears that due to the complexities of the problem further negotiations with ASCAP are necessary to obtain such a per-program license.

THEREFORE BE IT RESOLVED . . . that the NAB board of directors is urged to continue its support of the industry negotiating committee.

WHEREAS since the Senate passed the McFarland Bill (S 1973) in 1949, it has remained in committee in the House of Representatives,

THEREFORE BE IT RESOLVED that the NAB urge the NAB board of directors and all broadcasters to support the enactment of the McFarland Bill as passed by the Senate.

WHEREAS the association board of directors has employed William B. Ryan as general manager,

AND WHEREAS Mr. Ryan combines the qualifications of experienced leadership in broadcasting with those of sound business judgment,

BE IT RESOLVED that the convention delegates here assembled commend the board for its action and pledge support of Mr. Ryan in his new and important assignment.

J. Harold Ryan, WSPD Toledo, presided at the Tuesday morning BMB session as board chairman of BMB. He reviewed history of the first two studies and introduced Dr. Baker.

A year ago, Dr. Baker recalled, the convention air was tense as BMB provided a leading topic. This year the situation has eased, he said, with No. 2 study finished and delivered to some 630 stations and 370 agencies and advertisers. Eighty-eight requests for data on nonsubscribers have come in recently, he said, with interest mounting.

Linnea Nelson, chief timebuyer of J. Walter Thompson Co., New York, and one of the original sponsors of industry coverage service, said agencies need BMB data to convince advertisers we can reach the most people for the least money by use of radio. She said agencies would like to have area reports, as in the first study, and they would like more broadcasters in BMB. Miss Nelson, noting the small audience (about 150 as she spoke), said the very broadcasters who most need to hear about BMB were not present.

Wants 'Exact' BMB Data

Frank Silvernail, chief timebuyer of BBDO, New York, said his agency wants BMB data in the exact form it is submitted to stations. Agencies need radio data in selecting media, he continued, and observed that often they are not especially interested in wide coverage. As an example he cited how a campaign using WLW Cincinnati might include stations within the WLW coverage area. He, too, asked for an area report.

Henry P. Johnston, WSGN Birmingham, chairman of the NAB Audience Measurement Committee studying future coverage policies, said the committee had met several times and had discussed the problem with committees of the Assn. of National Advertisers and American Assn. of Advertising Agencies.

Without some uniform system of measurement, the radio industry will be in bad shape, he said.

In a question-answer session Dr. Baker said no area report was provided because only 630 of 2,000 AM stations on the air when the study was made were BMB subscribers compared to 700 out of 900 in 1946. He said subscribers don't want to give nonsubscribers the benefit of reports. BMB's board will meet May 9, he said. He cited the conditions by which nonsubscriber data can be obtained and regretted some "chiselers" have tried to obtain data without proper payment.

Dorothy Lewis, speaking on behalf of the United Nations information office, told delegates the UN will open-end its programs for sponsorship on May 1 but asked that broadcasters use discretion in selection of advertisers.

'Magical Fifth'

(Continued from page 53)

coil cartridge, its unitized audio systems and a turret head arm with three separate cartridges. For television broadcasters, Fairchild exhibited the Pic-Sync, a system for recording sound tracks for theatre and video films on quarter-inch tape in sync.

Machlett Labs displayed its complement of election tubes, including the entire Western Electric line Machlett manufactures and its own broadcast and industrial line. Sharing space with Machlett was Graybar Electric Co., which distributes both tube lines nationally. Ten clocks, with call letter plugs, were on exhibit in rooms of Radio Television Publicity Corp. The clocks are spotted in retail establishments as station promotions.

Bruce Eels & Assoc., which maintains a program library service, played transcriptions of its shows, including *Frontier Town* (52 half hours), *Leather Stocking Tales* (65 quarters), and *The Adventures of Frank Race* (52 halves). A tuner with a range of 88 to 108 mc and a 10 w power amplifier highlighted display of Multiples Sales Co., which also exhibited its tuner-tube and supersonic chassis-tube complements.

Wincharger Corp. sales representatives explained operation of the firm's antenna towers, while nearby a Hughey & Phillips salesman displayed and explained tower lighting equipment. Variations on the new miniature condenser microphone of Altec Lansing Corp. included types for stand and suspension mounting and chest plate and lapel mounting. Other products were amplifiers, speech input mechanisms and intermodulation test equipment. Amperex Electronic Corp. spotlighted its line of AM-FM-TV transmission and rectifying tubes, both fixed and mobile, while Ampex Electric Corp. displayed its magnetic tape recorders, production and playback-only units.

Presto officials demonstrated the PT-900 portable tape recorder and studio model SR-950, along with the 6N recorder and 90B amplifier. Westinghouse Electric Corp. maintained open house for broadcasters, as did Radiotime and RCA Engineering Products. General Precision Lab maintained a suite although its main exhibit was in the Exhibition Hall (see separate story). SESAC had displays at both levels also.

Harry S. Goodman Productions introduced new radio and TV program ideas. Most promotion concerned the new package, *Red Ryder*, brochures on which were distributed by a blonde cowgirl. A new TV film series, *Ship's Reporter*, stars Jack Mangan interviewing celebrities aboard ship at the airport in New York.

Principal display of the Gray Research and Development Corp., Div. of Gray Mfgr. Co., was the Telop, a four-channel optical system aimed at low-cost production of TV commercial copy.

CONSTANT SERVICE
OF HIGHEST TYPE
WILL NET SPONSORS
INCREASED SALES IN
HALIFAX NOVA SCOTIA
JOS. WEED & CO.
350 Madison Ave., New York,
(Rep.)
5000 WATTS—NOW!

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

1949 BMB

Day—110,590 *families in* 36 *counties*

Night—85,830 *families in* 31 *counties*

and

3 to 7 days weekly:

Day—90,320 *families*

Night—66,230 *families*

(Retail sales in the area are over $600 million yearly)

WDBJ
CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC., National Representatives

FM Plans

(Continued from page 25)

presiding, the FM discussion was opened with a greeting by NAB President Justin Miller. Mr. Bonebrake keynoted the meeting with the statement: "There's nothing wrong with FM that a profit won't cure." He said TV and FM possibilities are related "like ham and eggs."

Howard Lane, WJJD Chicago, director of broadcasting of Field Enterprises and NAB director-at-large for large stations, said a mass market exists for a paid subscriber music service. This can be done on a low-cost basis by utilizing an FM station with a cutoff signal for talking portions of the service.

Mr. Lane said the size of the investment depends on the market. He said WFMF (FM) Chicago operates 8 a.m. to 2 a.m. The receiver in a paid subscriber's place receives music only and is silent while news and announcements are on the air. He described the operations of Field's Functional Music Inc.

Musicast Cited

Second example of special-service operation was cited by Edward Davis, executive vice president of Sundial Broadcasting Corp., San Francisco. He said KDFC (FM) San Francisco began operation three years ago and lost money steadily until it went into Musicast. This service provides music to home listeners, with unobtrusive voice material; to business and professional places who pay for the service. A supersonic tone is used to eliminate speech portions of the service where desirable.

Retailers comprise the largest group of subscribers, Mr. Davis said. Restaurants run second and some business and factory establishments use the service to bring greater efficiency among workers.

Chet L. Thomas, general manager of KXOK AM-FM St. Louis and now chairman of the executive committee of Transit Radio Inc., described the third form of special income for FM stations—transit service. He described it as "the first truly complete retail medium using radio as a means of transmission. TR reaches and sells millions of riders daily while these riders are in transit to the point of purchase." Text of Mr. Thomas' speech appears on page 24.

Mr. Bonebrake described the operation of an 18-station AM network in Oklahoma, fed by KOCY-FM's 32 kw signal. He said he hopes for a $200,000 year on the network. National advertising is coming in slowly, he declared, but many of the regional advertisers are pleased. He described the ease of localizing sponsors' messages on the network.

Storecast Corp. Represented

Stanley Joseloff, president of Storecast Corp. of America, said "many influential people" figure radio is losing audiences fast and ought to start cutting rates. He described FM broadcast service to stores as one of the answers to radio's problem, with some 200 national and regional food products now buying store service and averaging over 70% renewal.

Mr. Joseloff quoted Val S. Bauman, National Tea Co. sales manager, as having 800,000 circulation weekly in its Chicago stores alone and calling it "a potent advertising medium."

He proposed that an organizational job be done under NAB aegis to bring large numbers of stores and super markets, with millions of customers, into the store service fold. "Don't forget that FM's Nielsen is always 100 at the point of sale," he concluded.

Edward Wheeler, WEAW (FM) Evanston, Ill., and WOKZ-AM-FM Alton, Ill., summarized the FM special service discussion. He said several or all of these services can be operated simultaneously by pulse equipment. He said sale of FM sets can be stimulated by announcements on store and transit services.

Mr. Wheeler said there are more FM homes in Chicago than radio homes in any one of 17 states. He said it costs $2 to add FM to a TV set compared to $18 for AM.

Debate on FM duplication was waged by Merrill Lindsay, general manager of WSOY-AM-FM Decatur, Ill., and retiring NAB director-at-large for small stations, and J. R. Livesay, WLBH Mattoon, Ill. Mr. Lindsay advocated duplication but conceded it will not sell many FM sets except in rural areas.

WSOY started programming separately but later switched to duplication aside from certain sports and local programs, increasing its operating hours at the same time. He contended FM has improved his AM BMB rating, the AM coverage going from three to six counties at night.

Mr. Livesay argued that FM can be made to pay if programmed separately from AM, especially in the case of daytime AM outlets. FM has added materially to the stations' income, he said. Last season 119 basketball games were broadcast, many of them on FM exclusively. Ford dealers demanded FM time, he said, through J. Walter Thompson Co., and want basketball next year.

Dr. Kenneth H. Baker, NAB research director and BMB acting president, described his low-cost formula for local set surveys. He was not optimistic about BMB's ability to show FM coverage reliably. He said the sample is adequate for AM but not as good for FM.

Taking part in the question-answer panel were Messrs. Lane, Thomas, Joseloff, Lindsay, Bonebrake, Wheeler, Diehm and Baker along with Everett L. Dillard, WASH (FM) Washington and retiring FM director-at-large.

BOB SWEZEY (r), general manager of WDSU-AM-TV New Orleans, takes broadcasting seriously, as do table companions Lewis Allen Weiss (l), chairman of the board of the Don Lee network and Benedict Gimbel, president and general manager of WIP Philadelphia.

TRANSIT CASE

D. C. Utilities Group Faces Charges

PUBLIC Utilities Commission of D. C. was named defendant in two appeals filed the past fortnight in U. S. District Court as a result of the commission's earlier decision approving transit radio service in Washington.

The briefs, entered independently by two Washington attorneys April 13 and by Transit Riders Assn. last Monday called on the court to vacate the PUC's order and instruct the commission to prohibit music-equipped busses and streetcars in the District of Columbia [BROADCASTING, Dec. 26, 1949].

Guy Martin and Franklin Pollak, who are personally fiighting TR service before PUC and FCC, charged that PUC "erred" in holding it had no jurisdiction to consider their complaints and "totally ignoring" their legal contentions, and refusing to reopen a hearing to receive new evidence. Three PU commissioners also were named as defendants.

They accused PUC of ignoring its prior orders and regulations of district commissioners "prohibiting the use of amplifying devices for advertising purposes within the District," as well as "the constitutional right to listen or not to listen."

Second appeal was filed by Hector G. Spaulding, of the law firm of Spaulding & Reiter, legal counsel for the Transit Riders Assn., which claims a membership of 500. TRA's brief contains similar charges and in addition to discontinuance of the broadcasts, asks for "such other relief as the court may deem proper."

The organization has another complaint before the court, filed Feb. 8 and seeking a permanent injunction against Capital Transit Co., which owns the vehicles.

Messrs. Martin and Pollak already have asked FCC to designate for public hearing the application of Capital Broadcasting Co. for renewal of WWDC-FM Washington, Capital outlet for Transit Radio Inc. [BROADCASTING, April 17]. They contend the service is not in "the public interest."

Broadcast Revenues

(Continued from page 21)

$32,100. The 821 which were built before the war averaged $52,000, a 13% drop, while those established since the war averaged $6,700. Expense figures used in compiling this data included the expense of operating FM affiliates but not television expenses.

It was pointed out that the 821 pre-war stations received 94% of the 1949 AM income, while 1,233 built during and since the war shared the remaining 6%.

Network AM revenues (including networks' owned stations) were virtually unchanged—$104.1 million in 1949 compared to $104 million in 1948—while network TV revenues gained $14.4 million for a 1949 total of $19.2 million.

The networks' AM income gained 11.3%—probably as a result of economies in network and station operations, FCC authorities observed—to reach an aggregate of $19.7 million. Subtracting their $12 million in TV losses, the networks were left with an overall net income estimated at $7.9 million—a 30.1% drop compared to 1948's $11.3 million.

FCC Chairman Wayne Coy, reviewing the figures in his NAB Convention speech in Chicago (see story page 21), pointed out that "for the first time in its history of more than a quarter of a century, aural broadcasting did not contribute all or most" of the "new" dollars earned by the industry during the year.

"Most of the *new* money came from an upstart medium—television," he declared, adding: "AM and FM contributed $18 million of the $43 million of new money, while television contributed $25 million."

Finding no significant TV impact on AM revenues, Mr. Coy pointed out that "established stations in TV communities suffered only a slight decline in revenues (1.8%)," while "in non-TV communities the established stations' revenue was virtually unchanged—an increase of 0.3%."

Mr. Coy cited figures from networks and selected cities in support of his conclusion that "TV has not made significant impact on AM revenues."

"TV," he said, "seems to be attracting new sources of revenue either from increased advertising expenditures by American business or from money heretofore spent with other media."

The figures, he asserted, show that television is "still largely supported by its parent, AM," and also that it is "beginning to grow up, and is starting to look hopefully for the day when it will be independent of the old man."

Financial data on broadcasting operations in Washington, New York, Chicago, Los Angeles, and Boston were presented by Chairman Coy.

AM BROADCAST SERVICE*

Estimated 1949 Revenues, Expenses and Income

	1949 (millions)	Percent Change from 1948**
4 nationwide and 3 regional networks (incl. 11 key stations)	$ 97.0	— 0.4
2,054 stations	327.4	+ 5.7
Industry Total	$424.4	+ 4.3
Total Broadcast Expenses		
4 nationwide and 3 regional networks (incl. 11 key stations)	$ 80.1	— 2.3
2,054 stations	281.7	+ 8.0
Industry Total	$361.8	+ 5.5
Broadcast Income (Before Federal Income Tax)		
4 nationwide and 3 regional networks (incl. 11 keys stations)	$ 16.9	+ 10.4
2,054 stations	45.7	— 6.3
Industry Total	$ 62.6	— 2.3

* Including the FM operations of 619 AM licensees. See Table 3 for data on FM revenues of AM licensees.

** 1948 data cover 4 nationwide, 3 regional networks (including 11 key stations) and 1,813 stations.

* * *

TV BROADCAST SERVICE

Estimated Revenues, Expenses and Income

	1949 (millions)	1948* (millions)
4 networks (incl. 13 owned and operated stations)	$ 19.2	$ 4.8
84 TV stations	14.6	3.9
Industry Total	$ 33.8	$ 8.7
Total Broadcast Expenses		
4 networks (incl. 13 owned and operated stations)	$ 31.0	$ 11.2
84 TV stations	27.1	12.4
Industry Total	$ 58.1	$ 23.6
Broadcast Income (Before Federal Income Tax)		
4 networks (incl. 13 owned and operated stations)	$ (11.8)	$ (6.4)
84 TV stations	(12.5)	(8.5)
Industry Total	$ (24.3)	$(14.9)

( ) Denotes loss.

* 1948 data cover 4 networks including their 10 owned and operated stations and 40 TV stations.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Convinced of Coverage

EDITOR, BROADCASTING:

. . . The recent story [Respects, BROADCASTING, Feb. 13] has convinced me, if I had not already been convinced, that everyone reads BROADCASTING. In all truthfulness, I can't see how anyone can make any pretense of being well informed in any phase of broadcasting without being an avid reader of your very excellent publication. It is the one magazine that I personally read regularly and try to read from cover-to-cover.

George F. Isaac
Commercial Manager
WCFL Chicago

* * *

Nielsen's Audimeter

EDITOR, BROADCASTING:

We read with a great deal of interest . . . "Rating Armistice" which appeared in your March 6 edition.

You will be interested to know, I believe, that the word Audimeter, mentioned in your article, refers to A. C. Nielsen Co.'s device which measures radio and television audiences. "Audimeter" is our coined word and is a trademark. As such, it should always be printed with a capital "A."

My purpose . . . is simply to call this to your attention because our patent counsel has advised us that we must do this if we want to protect our trademark rights. We are informed that a failure to do so could easily result in having our trademark Audimeter transformed into a generic term. . . .

A. C. Nielsen
President
A. C. Nielsen Co.
Chicago

PROGRAMS-PICTURE ALBUMS
PRINTED PROMOTION-SPECIAL FEATURES

IF YOUR TV-AM-FM STATION NEEDS PROMOTIONAL IDEAS SOLD TO PRODUCE CASH REVENUE OF FROM $200-$1,000 PER WEEK AS WE HAVE DONE FOR OVER 300 STATIONS FROM COAST TO COAST DURING THE PAST 12 YEARS—

Wire, call, or write

Edgar L. Bill — Merle V. Watson
Julian Mantell, Sales Manager

NATIONAL RADIO PERSONALITIES

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Peoria, Illinois
Telephone 6-4607

AT HOME AT THE OFFICE
IN MILWAUKEE THEY ALL
"LISN to WISN"
IN THE CAR AT THE STORE

Of course, you want MORE AUDIENCE FOR LESS MONEY . . . Current City Hooperatings prove conclusively that WISN is YOUR BEST RADIO BUY in the entire Milwaukee market!

WISN

5,000 WATTS DAY AND NIGHT
Gaston W. Grignon, General Manager
MILWAUKEE'S CBS OUTLET
REPRESENTED BY THE KATZ AGENCY

HEAVY EQUIPMENT

Deep Interest Shown

HEAVY DISPLAYS in the Exhibition Hall at the NAB convention last week in Chicago attracted more interest but less visitors than last year, major exhibitors told BROADCASTING. Representatives of radio and television manufacturing firms, however, seemed to prefer the new look of seriousness on convention guests' faces even though the gate was cut down.

Many visitors came back four and five times, exhibitors reported. This was seconded by Arthur Stringer, NAB assistant to the secretary-treasurer, who tabbed 2,064 visitors between 8:45 a.m. and 5 p.m. Sunday, April 16, the day before the Management Conference opened officially. Monday, from 9 until 4, there were 1,860 checked in through the doors by a guard. Mr. Stringer early last week predicted a larger attendance than last year, which was 7,006 over a three-day period (Sunday, Monday, Tuesday).

Lower Level Exhibitors

Nine income exhibitors and one non-income (Broadcast Measurement Bureau of NAB) occupied sections of the 30,00-square-foot hall on the lower level of the hotel. RCA, with tons of AM-FM-TV equipment, rented 2,500 square-feet. It was seconded in the amount of space by General Electric and Broadcast Music Inc., each with 2,000.

Television was the glamour attraction of the show again this year, with RCA, DuMont and General Electric introducing a variety of video equipment. RCA's Vidicon, small video camera with a tube 1-inch in diameter and 6 inches long, absorbed telecasters as it photographed live action directly and through a microscope, with both projected on regulation receivers. The portable camera, which weighs only 70 pounds complete with tripod, camera and control monitor, is still in the test stage. Thus far its main application is industrial.

The company's new 16mm portable projector, designed for use by small stations for telecasting of commercials at remote sites, weighs 50 pounds and includes two units in addition to the speaker, purchase of which is optional. The device attaches directly to a studio camera also.

RCA also introduced its new super gain antenna with an exhibit of a tower section fronted on each side by directional elements for variation of a coverage pattern. Addition of other such sections, up to 12, increases radiated power and gives a station regional coverage, a spokesman said. This antenna has been purchased by WCON-TV Atlanta, which will mount it on a 1,053-foot tower, one of the highest in the country.

Studio Monitor Shown

Among the other pieces of equipment were a new, inexpensive studio monitor, which costs about $300. Light and utilitarian, it can be mounted into a control rack if necessary. Alongside this were video effects devices, which enable picture combinations, insertions, fades and wipes to help the director. The RCA Genlock permits superimposition of film commercials over remotes with simultaneous locking and synchronization of field and studio generators.

DuMont's major innovation was an 8-by-10-foot translucent plastic screen, on which 16mm films were projected via a mirror from the rear, for use as moving backgrounds for live video shows. DuMont has developed the DuMont-Holmes Super Speed Projector, claimed to be the first one which operates fast enough for projection of backgrounds in TV. The same projector can be used for studio work and operates directly into the picture tube. The projector can relay the film impression to a screen as large as 12-by-15-feet.

Collins Radio Co. exhibited AM and FM transmitters, including its Model 738A, a 10 w FM transmitter for educational broadcasting. It released an elaborate four-color brochure on the equipment. Among units shown were the power supply box, dual preamplifier, program amplifier, monitor amplifier and the relay unit. Collins plugged its 12Z remote amplifier, which operates on AC or battery, self-contained, has an automatic switchover if the line power fails and four input channels.

Raytheon Mfg. Co. introduced two new inter-city TV microwave link equipment pieces, one for fixed installations between cities and the other portable for use on remotes. The modern number is RTR-1C.

In addition, the company displayed its new console, RC12, an audio unit designed for TV stations and for AM and FM stations planning to go into video. The instrument features panel lighting for dark control rooms, a high gain, low noise level and an overall flexibility of operation. Equipment racks for video installations complement a cabinet for custom audio and custom AM phasing equipment installations. Supplementing the other TV equipment is the new MTV-12, low-cost station picture monitor with a 12½-inch tube.

Broadcast Music Inc., celebrating its 10th anniversary, exhibited large individual displays featuring hit songs of 27 music publishers. Publisher-members of BMI total 1,300. On display in the center corridor of the Exposition Hall was a "memory book," signed by hundreds of conventioneers in honor of the anniversary. In front of a spring-like floral display centering the BMI exhibit were a violinist and accordionist, who entertained visitors throughout the day.

AMP Offerings Displayed

Adjacent to the BMI quarters along the entire east end of the hall were samples of music released by Associated Music Publishers, 23-year-old firm which has operated as a wholly-owned BMI subsidiary since 1947. Merritt Tompkins, Associated president and the first general manager of BMI, was on hand to outline to guests the extensive publishing list it offers in the classical field, including contemporary works. Composers represented include Villa-Lobos, Paul Hindemuth, Igor Stravinsky and many classic European writers. Selections in the library represent more than 1,000 years of continuous music publishing, Mr. Tompkins said.

General Precision Lab displayed its new line of 16mm TV projectors, one operating directly into the image orthicon tube, for use either as background or on remotes for commercials, and the other in the studio, connecting with either the iconoscope chain or the orthicon chain. Machine holds 4,000 feet of film, operating 112 minutes, and is controlled remotely. The frequency response is up to 10,000 cycles.

General Precision claims production of the only packaged video recorder thus far, Model VA100. Sample video recordings were exhibited by request every hour during the convention on the "Magical Fifth" floor, where smaller exhibitors displayed their products. Company also introduced what spokesmen said is the only inverse power law amplifier on the market, a gamma correcting TV mechanism sold separately from the video recorder although used with it.

AT A SPECIAL table for BMI publishers at the NAB convention luncheon Tuesday, Robert J. Burton (l), vice president of BMI in charge of publishers relations and general manager of BMI Canada Ltd., jokes with Dave Kringle of Republic Pictures Corp., who also is general manager of Sammy Kaye Enterprises. Mr. Burton introduced more than a score of BMI publishers attending.

Not exhibited, but discussed at length because of its speed factor, was the film processor, which develops, washes, hypoes, washes again, air drys, infra red drys and waxes the film in 40 seconds. It takes slightly less than a minute for the film to be processed from the camera to the projector to the theatre screen for television, and has been used by motion picture theatres.

Dr. Victor J. Andrew, chairman of the board of the Andrew Corp., personally described the Multi-V FM and TV transmitter antennas. Placards spotted around the display area pointed out that "71% of the AM-FM-TV broadcasters use Andrew transmission lines and fittings." Included also was a parabolic antenna for TV relay, samples of the new ultra low-loss insulated transmission line for TV and UHF relay use and transmission line and tower lighting equipment.

Visitors were invited by SESAC to inspect its catalog of 1,200 bridges, moods and themes in 200 categories, and its script service. Its portion of the hall was strung with colorful balloons and cardboard cut-outs of rabbits holding real lollipops. Featured recordings

Gates has it

IF IT IS FOR A BROADCASTING STATION

GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Learn how to reach...
MAIN STREET BUYERS
Where TV does not
Compete for
YOUR AUDIENCE

SEE PAGE 87

were made by the Trinity Choir of St. Paul's Chapel, New York; The New York Symphony Orchestra, Philharmonic Aeolian Glee Club and the Barbershop Quartet. The script service includes program aids.

Internal and external AM and TV equipment was exhibited by General Electric. One of the features was TT-10-A, a TV transmitter geared for low costs in installation, operation and maintenance. The air-cooled 5 kw low channel model has a low-cost tube complement and low power consumption, a spokesman said. GE also introduced its companion piece, a visual demodulator which provides picture and wave-form video signals for continuous monitoring. The unit is rack-mounted and has crystal-controlled vestigial-sideband reception.

Studio Setup Shown

Studio setups, also shown, included a block-built console for programming and monitoring and re-designed studio and film camera channels with cables and plugs designed to eliminate interconnecting wiring. Other displays—TV monitors amplifiers, sync locks, video mixers and control panels.

Broadcast Advertising Bureau as a division of NAB, occupied the only non-income section. Maurice Mitchell, director, and his staff distributed selling aids. Staffers met broadcasters in a booth to explain brochure and film material and to consult on selling problems. The entire exhibit was designed to increase general sales effectiveness among AM and TV broadcasters.

Gates Radio Co. explained and showed operation of its transcription turn-table and console. Flanking the entire section were the BC5B, an "entirely new" 5 kw transmitter "which increases tube life at one-half tube cost," the 1 kw transmitter and equipment for the 250 w station.

PHILCO Corp. introduces two new radio receivers. One is portable featuring novel "Magnecor" long-distance aerial, the other, an AM-FM table radio with new double-sensitive circuit.

Competitive Winds

(Continued from page 21)

smoke, to stay out late and even starting to use naughty words."

He called upon broadcasters and telecasters to remember that their programs go into the homes of their listeners.

"Such open entree to the family fireside is enjoyed by no other medium," he declared. "It carries with it a high responsibility. Abuse that privilege, shirk your responsibility for supervising the programs and the talent you take into these homes and you endanger a unique and trusting hospitality."

The FCC executive felt that re-examination of program practices is desirable for the broadcaster in "planning how he is going to weather the transition period ahead of us." He continued:

For example, has he made a recent survey to determine if he is truly serving local needs? Is he making an affirmative effort to find out what the community needs are and how he can best serve them? Judging from our renewal applications, some stations are operating in a paradise where there are no problems of education, racial understanding, citizenship, health, housing, or recreation. But then if it were a paradise, they would at least have some local live talent. So it must be a desert they are operating in.

. . . We have one applicant who includes in his modest, nay, minute portion of local live programming his "sign-on" and his "sign-off."

Local Applications

Mr. Coy felt it is "praiseworthy" to carry "an elaborate network documentary on juvenile delinquency, or on housing, or on health."

"But," he wanted to know, "what about the broadcaster's own community. Is he indulging in escapism by ignoring conditions right in his own front yard?"

He called attention to a recent NAB report which held that good programming in itself will not continue to satisfy sponsors and that commercial radio "is founded upon programs which appeal to the listening public and which sell merchandise." Mr. Coy said his answer was this:

"The American system of broadcasting—which is a commercial system, and I repeat that I hope it continues to be and that I know of no one in the government who wants to change that—is not founded simply to appeal to listeners and sell merchandise. That concept completely brushes aside the valuable, the indispensable role in a station's total program structure of the program that may appeal only to listeners and of itself may not sell one penny's worth of merchandise."

He cited religious programs and forum discussions of community issues as broadcasts which may not attract sponsors—or may be kept sustaining at the wish of the station—but which are among the "most appealing programs of the schedule" from the public's standpoint.

Such programs, he said, "play a stellar role in keeping listeners in the habit of looking to their radio set for the most significant and most vital events of the day. Sponsored programs owe as much to them as they owe to sponsored programs. And that points up why a broadcaster cannot serve the public interest unless he has at his command a reasonable amount of sustaining time to allocate to such programs."

AFFILIATE duo at ABC Chicago meeting (l to r): E. K. Hartenbower, KCMO Kansas City, and Henry P. Johnston, WSGN Birmingham.

He reported "a growing revulsion against lapses of good taste and against excessive and indiscriminate crime and horror programming." If crime programs do not pay in terms of what they do to promote suppression of juvenile delinquency, he observed, "then they do not pay in terms of radio's future as an institution for community betterment."

If a broadcaster is in doubt about the effect of his practices upon the community, Mr. Coy suggested he turn to, "of all people," his public.

On the handling of controversial issues, he pointed out that the licensee is "a trustee for all the people with many divergent viewpoints. So the standard must be fairness to all such viewpoints."

He emphasized what the Commission had pointed out in its letter to WLIB New York "interpreting" the Mayflower Decision— if a broadcaster editorializes he must do more than "sit in his office and wait for someone to show up and demand time to present the other side."

"It is up to him," he said, "to pick up the telephone or to put on his hat and coat and go out and make a conscientious effort to enlist some responsible representative of the other side." The broadcaster might, he added, use his broadcast facilities to invite the presentation of differing viewpoints.

Chairman Coy told his listeners that broadcasting "has a great role to play" in national security, where "our first line of defense is an informed people who will act instantly and unitedly in any crisis.

"The service that broadcasting can render has a high survival value in these troubled times. As we face the latter half of the Twentieth Century, no group in our society has greater power or potentialities for building and guarding America than you American broadcasters."

WVAM
ALTOONA
FIRST

You're on the INSIDE with the OUTSIDE audience on WVAM. ONLY 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

CBS

WARD
JOHNSTOWN
FIRST

HOOPER MORNING RATINGS

WARD	55.4
Station B	26.4
Station C	17.3

reWARD your client!

Feb.-Mar. '50
Mon.-Fri. 8 am-12 noon

Represented by Weed & Company

GAMBLING INFORMATION BAN

Hill Sessions Resume

FCC's alternative proposals on the Justice Dept. bill designed to curb broadcast, telecast and other interstate transmission of gambling information is expected to command top attention of a Senate subcommittee moving into the second week of hearings on Capitol Hill.

Sessions are expected to resume early this week — either today (Monday) or tomorrow. FCC Chairman Wayne Coy, did not appear last week as scheduled. He may present the Commission's views to the Senate Interstate & Foreign Commerce communications subcommittee sometime this week, although no arrangements had been set late Wednesday.

In addition, it was believed that members of the radio and television industry also would offer their comments as the hearings progress, though again no schedule was revealed.

The subcommittee, headed by Sen. Ernest W. McFarland (D-Ariz.), is eliciting views on a bill (S 3358) introduced by Sen. Edwin C. Johnson (D-Col.) "by request" of the department, which requested the study. (Neither Senator Johnson nor FCC has expressed favor for the legislation.) Last Monday the group heard Attorney General J. Howard McGrath and two other Justice Dept. officials.

At the same time the Senate Democratic Policy Committee cut props from under a similar but broader study of organized crime by refusing to take up a resolution by Sen. Estes Kefauver (D-Tenn.). Plan would set up a joint committee comprising two members from the Senate Commerce Committee and three from the Senate Judiciary group.

A dispute over jurisdiction of the respective committees arose last week when Sen. Homer Capehart (R-Ind.), pointed out that the Senate Commerce subcommittee already had begun hearings. He also suggested that the special committee, under the Kefauver proposal, be expanded to 11 members, six of them from the Commerce group.

Senator Kefauver asserted that if his original resolution had been adopted two weeks ago, the Judiciary Committee would be exploring the same ground at present. He urged consolidation of the hearing, conceding that the Commerce subcommittee will have "a great deal of information which will be of value to the special committee when it gets started."

FCC Chairman Coy is expected to present an FCC draft, already passed on to the Justice Dept., which would simply ban broadcast-telecast common carrier transmission of gambling information dealing with bets, wagers, odds and prices paid. FCC would impose no hour time lag following completion of horse races, and would also levy no prohibition against broadcasts or telecast of sports events [BROADCASTING, April 17].

The Justice Dept. bill would outlaw interstate transmission of gambling data on sports events; require that stations delay broadcast of details at least an hour after races are run, and permit limit stations and networks to one horse race broadcast per day.

Generally, too, the Commission feels the Justice Dept. measure is too general, all-inclusive and complicated, and would increase FCC's administrative burden.

The FCC bill also would set up provisions similar to lottery statutes enforceable under the Criminal code incorporating criminal sanctions against stations who would violate the proposed law, it was understood.

Legality Questionable

The FCC version is expected to elicit careful attention of legislators and the Justice Dept. itself, whose officials reportedly are not too hopeful of the legality of its bill as it stands now. Attorney General McGrath last Monday told the subcommittee:

"If there is a simple precise formula, resting upon a demonstrable factual basis as a solution for the illegal transmission problems, without undue interference with press and radio, I am more than willing to join in supporting it." He said his "mind is open" on the question of criminal penalties.

Senator McFarland announced, at the opening of the Monday session, that "if we postpone hearings we would, in effect, kill the bill. The subcommittee deems it a duty to hold hearings." Also heard were James M. McInerney, assistant attorney general, Criminal Div., Justice Dept., and Herzel Plaine, of the solicitor's office.

Sitting in on the Monday session, in addition to Senator McFarland, were Sens. Lester C. Hunt (D-Wyo.), Johnson, Capehart, and Kefauver.

In his statement to the subcommittee, the Attorney General asserted "it is quite evident that the modern bookmaking operation is completely intertwined with communication systems of this country . . . and to deny the use of the facilities of interstate communication to the organized gambling fraternity would be a knockout blow to their operations."

Attorney General McGrath noted, however, that information on horse races and sports events considered essential to bookmakers and gamblers is "equally legitimate news to which the public is entitled by means of the usual press and radio dissemination." The importance of maintaining the constitutional guarantee of press freedom must be fully taken into account in evolving any legislation, he cautioned. Such a "guard" is clearly provided in the bill, he felt.

With respect to the proposed hour time lag in broadcasts following conclusion of the race, the Justice Dept. official said it was peculiar only to horse race events and is "necessary in order to frustrate its illegitimate use, but without destroying its value or currency as news to the general non-gambling public. We feel that only the gambling interests, or those who stand to gain from the relationship of such broadcasts to gambling, will be hurt or complain. . . .

"Lest anyone raise the charge that the brief time lag proposed for the broadcast . . . is censorship of the radio or television," Attorney General McGrath observed, "may I hasten to point out that since 1934 Congress has flatly prohibited, not merely delayed for an hour, the radio broadcasting of information concerning lotteries, which is a form of gambling with some wider commercial implications than horse racing."

". . . There is no limitation whatsoever on broadcasting information concerning all other sporting events. In total, the safeguards for the press, for the press services, and for radio and television broadcasting, are specific, detailed and complete," he emphasized.

Expressing belief that the broadcast phase was the lesser "significant" in this problem, the Attorney General conceded that his Crime Conference, whose meetings last February served as basis for the legislation, found difficulty in defining "gambling information." But he added:

". . . Ultimate use for printed news publication or radio or television broadcasting is regarded as good; any other use is presumed to be bad, unless it can be shown that such other use is not in circumvention of the purposes of the bill." Sports news is transmitted by communications for either of two purposes—as legitimate news or for gambling—he noted.

Senator Capehart asked whether it is not true that the proposed bill puts the "burden of proof" on radio station licensees or communications carriers. Mr. McGrath agreed but said a licensee would be subject to FCC action only if, "after it has been called to the licensee's attention, he repeats the practices."

Bill's Provisions Explained

In the afternoon session, Messrs. McInerney and Plaine explained provisions of the bill and said it is based on the premise that gamblers need communications and that enforcement still would lie with state authorities.

Queried by Senator Capehart, Mr. McInerney said radio and television stations would "know whether they are violating the law from the very nature of the information as defined in the bill." In further reply, he felt that placing liability on both sender and receiver of such information would be "bad"—would throw the federal government into state domain "on both feet."

The Indiana Republican suggested "that might be better than imposing the responsibility on radio companies."

Mr. McInerney revealed to the congressional group that the Justice Dept. had considered an alternate provision defining gambling explicitly as data covering odds, wagers, etc. Such a provision, he added, would not prohibit radio-TV broadcasts.

For instance, he elaborated, winners could be announced on either media "without odds". Mr. McInerney thought that "maybe the committee could satisfy itself" on this alternate suggestion.

SPEAKERS' TABLE guests at the opening luncheon of the NAB Convention last Monday included (l to r) Chet Thomas, general manager KXOK St. Louis; William Hedges, vice president in charge of planning and development for NBC; Sidney Kaye, vice president, Broadcast Music Inc., and John Elmer, president and commercial manager of WCBM Baltimore.

We don't sell *"time"!*
We USE time to increase your sales and profits.
WGRD Grand Rapids, Michigan

APRIL 24, 1950

TELECASTING

Service of BROADCASTING Newsweekly

Big Show Costs Blinding You to the Facts?

See Daylight with Du Mont Daytime Television

Now you can have T-E-L-E-V-I-S-I-O-N at rates you can afford. In fact, D.D.T. (that's Du Mont Daytime Television) gives you so much sales power per penny, you can't afford to do without it. Make us prove it. Network or local—time and talent are modest—results are *big*. We thought it up. We can make it work. For *You*.

TELEVISION DUMONT NETWORK

America's Window on the World

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What's New in Television? **Take a Look at WPTZ!**

On The Air Three Weeks . . .
Average Rating - 27.1!

"Hollywood Playhouse", WPTZ's full length daily feature picture, had been on the air just three weeks when the first American Research Bureau survey was made. Preliminary reports from ARB show the program pulling down an average rating of 27.1. This means that better than one-quarter of the 435,000 television equipped homes in Philadelphia are tuned to "Hollywood Playhouse" every day!

What makes this terrific record even more eye-opening is the fact that WPTZ's entire afternoon schedule also is only three weeks old and breaking established competition.

"Hollywood Playhouse" is now sold out! However, the waiting list is forming at the right with a few availabilities scheduled to open up the middle of May.

If you're interested in participating in WPTZ's new 6-for-1 "Hollywood Playhouse" package, drop us a line here at WPTZ or see your NBC Spot Sales Representative. Don't delay; it's already later than anyone thought!

PHILCO TELEVISION BROADCASTING CORPORATION
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Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA NBC TV-AFFILIATE

A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

APRIL 24, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TELECASTING

TV MUST SELL

McCann-Erickson's Harper Urges Market Data

ADVERTISERS no longer are using television "just to get their feet wet." They're using it "only to get merchandising results."

Marion Harper Jr., president of McCann-Erickson, voiced this opinion Wednesday at the closing session of the NAB convention. He declared:

"Just as any medium that is regarded as a major advertising medium, TV must pay off in—(1) proved ability to take its place as a major medium in consumer regard; (2) ability to provide sufficient coverage to support mass-produced and consumed package items and to be merchandisable, and (3) ability to accomplish specific advertising and marketing objectives."

He urged stations and media owners to "provide adequate descriptive data on the medium in relation to the market and collect result data on successful local use of TV."

Cites Sales Increase

Showing TV's net gain in audience on a series of slides—all based on McCann-Erickson's 23 TV-using and AM-using clients—Mr. Harper reported that sales of products in four TV markets, as compared to sales in non-TV markets, are up from 19 to 37%.

"But in spite of this increase, television did not pay off for these advertisers the first year due to costs," he said. "It is to be expected that TV will pay off in its second year if it holds the business and continues getting new business at the same rate."

The McCann-Erickson president disclosed that a recent contest for an agency-handled beer account had drawn 49,700 entries in six weeks, in a market with 52,000 receivers, at a cost of 1 cent per entry.

Jim Moran, head of Courtesy Motors, Chicago, and John M. Outler Jr., WSB-TV Atlanta, represented the advertiser and station, respectively, on the subject, "The profit Motive in TV."

Relating the story of how his Hudson dealership had risen from "2,000th to first place" in the nation through TV, Mr. Moran asserted he entered the medium "to regain public confidence."

"And since buying TV, I wouldn't spend 10¢ on radio," he added.

The "Courtesy Man" told how the offer of 50 toy Hudson autos on one TV program brought 12 police squads to his establishment the next day to handle traffic. Street cars were piled up for two miles, he recalled.

Mr. Moran recommended "being honest with the public—giving them everything you promise to give." His total TV expenditure in 1950 wil be $350,000, he said. He is opposed to long commercials and looks forward to the day when Courtesy will program without them, believing that "the public likes it better this way."

Mr. Outler noted that it was an "interesting commentary on the system of free enterprise that the money paid for TV pioneering should have been spent deliberately and with measured intent." He suggested that telecasters begin with the "natural premise of profit to the customer—then the approach would be easier."

"The advertiser is going to buy only so long as the price is right and he gets acceptable return for his dollar," said WSB-TV's manager. "There's a lot of romance selling in the earlier days of a station's life, but inevitably comes the day when the honeymoon fades and the man wants his money's worth."

Video Must Hold

He reminded the delegates that "the whole trick in profit is in circulation—and your audience won't stay with you very long, after they've grown used to TV in the home, if your programs are mediocre."

"The general experience has been that set population grows faster when there is a balanced program ratio which includes a network service — and locally produced shows," he continued. "Locally produced shows, however, exact a heavy toll on personnel. So it's a decision that must be made—and adhered to."

Mr. Outler recommended that the fullest usage be made of the time and efforts of intelligent personnel—"or there's waste and extravagance that keeps mounting with each additional hour or each additional program."

Concluding the TV phase of the convention was a warning by Robert C. Tait, president of Stromberg-Carlson, licensee of WHAM-TV Rochester, N. Y., that programming standards of good taste, acceptance and decency must be developed quickly as a safeguard against criticism and possible future government regulation.

Mr. Tait noted that some criticism already is evident among "professional do-gooders."

"This cannot be ignored," he said, "since television enters the living room, without benefit of mass psychology. Television must become more and more intimate. There is an intimacy here that we must guard jealously."

He noted that the trend of TV

(Continued on Telecasting 18)

GRID TELECASTS

Big Ten Bans, PCC to Follow

LIVE TELECASTS of Big Ten football games were banned for "at least one year" last week when athletic directors of the Intercollegiate Conference meeting in Chicago termed TV "adverse" to gate attendance. Such action by the directors, forecast periodically as coaches complained of declining gate recepits, may set a precedent for other college and university groups, also members of the National Collegiate Athletic Assn., and may be extended to include other sports.

Although official decision is not expected for many weeks, Pacific Coast Conference as a group or its member colleges as individuals, are expected to follow the Big Ten's action in banning live telecasting of football games in the West.

"Almost unanimous agreement" for banning live telecasts of top-rung football games was reached by the Big Ten directors in a two-day conference April 15 and 16 at Chicago's LaSalle Hotel. At that time, men from Michigan State, Ohio State, Illinois, Indiana, Iowa, Michigan, Minnesota, Northwestern, Purdue and Wisconsin discussed all angles of the telecasting of college athletics with non-Conference representatives from Pittsburgh, Notre Dame, South Carolina and Marquette. In addition, the NCAA sent its three-man TV study committee.

That group, headed by Tom Hamilton of Pittsburgh, is making a survey on the same subject for reference to the NCAA convention in Dallas next January. At its convention this year, NCAA members voted to limit contracts for live TV to one year.

Film Approval

Western Conference Schools next season, although refusing to permit simultaneous telecasts, will allow complete films of the games to be shown after 6 p.m. the following day (usually Sunday). Post-game highlights on film have also been approved.

Conferees agreed almost unanimously that:

(1) TV definitely will have an adverse effect on attendance, affecting the contest being televised as well as other contests in the reception area.

(2) TV does have a positive public relations influence, including the live telecast, the post-game film and highlight films.

(3) The fee to be charged for TV rights, particularly for football, is variable and debatable. The so-called "meter" plan (Phonevision or some similar system) for set owners might, in the future, be a solution for determining the true value of these rights.

(4) Both Conference and non-Conference institutions conclude that live telecasting of football games will be more harmful than helpful to college athletics in general and college football in particular.

(5) Football coaches have an equity in TV, in considering scouting responsibilities, and visiting institutions have an equity in TV inasmuch as it is agreed TV will have an adverse effect on attendance.

(6) Institutions do have a definite obligation and responsibility to neighboring and sister institutions because, in the final analysis, institutions are completely dependent upon each other in the conduct of intercollegiate athletics.

Fritz Crisler of Michigan, chair-

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Crosley's Pioneering WLWT Passes Two-Year Milestone

JUST as Cincinnati's TV receiver circulation has risen from a scant 100 sets in mid-1947 to a reported 106,000, so has Crosley Broadcasting Corp.'s WLWT (TV) grown in stature as the city's pioneer television outlet.

Last week Crosley officials drew second breath and scanned its passing TV parade since April 18-23, 1948, when WLWT held a week-long open house to commemorate the grand opening of its studios.

Actually, the WLWT story has been 13 years in the making—years of painstaking experimentation and development which hark back to April 1937 when AM-grounded engineers, under R. J. Rockwell, began developing equipment necessary for getting a TV signal on the air.

The result of their collective labor was a transmitter, three cameras and miscellaneous equipment vital to getting experimental outlet W8XCT in working order. Two of the three iconoscope cameras built then are in use now for films and slides at Crosley's WLWD (TV) Dayton; the other was loaned to Dr. Allen B. DuMont for his early video work, according to Crosley engineers.

T-Day

T-Day officially came to the Queen City on Feb. 15, 1948. And when WLWT celebrated its second birthday anniversary two months ago, Crosley officials proudly cited it as another demonstration that, just as AM parent WLW had served as the "cradle of stars," so, too, could WLWT lay claim to some spectacular TV developments in the Buckeye State.

Behind this initial development and laying of the groundwork for WLWT's role in an all-Ohio TV network lay extensive and far-seeing planning by two of radio's most prominent personalities—James D. Shouse, chairman of the board, and Robert E. Dunville, president of Crosley Broadcasting Corp.—and an original investment of approximately $700,000.

Under their deft supervision, the station has devised a programming balance designed to hold regional as well as local interest. Heading up that job is John T. Murphy, the company's director of television operations.

Others who devote their time and efforts to the day-to-day problems of putting WLWT on the air include Lin Mason, WLWT program director, and Bernard Barth, program coordinator for the three Crosley video operations.

In its two years plus of operation, WLWT has celebrated a number of milestones, starting with T-Day in February 1948 when the station featured a special video show and live excerpts from its current AM contemplated shows. A week earlier, call letters had been changed from W8XCT to WLWT.

* * *

STILL another occasion for rejoicing was a special network telecast, *NBC Salutes WLW Television*, which highlighted the inauguration of coaxial cable service to Crosley's three TV outlets—WLWD WLWT and WLWC (TV) Columbus—last Sept. 25.

Crosley's own three-station Ohio network involves a complex system of interconnection facilities enabling WLWT programs to be received and rebroadcast by the Dayton and Columbus outlets. Both microwave and coax transmissions are used.

WLWT became the second NBC-TV affiliate in the nation in April 1948, using kinescope recordings of popular shows until the advent of coaxial service nearly a year and a half later. Station has no other network affiliations.

In addition to network service, the Crosley outlet currently is programming approximately 40 hours of "live" studio features each week. Total weekly programming comes to 86 hours and 35 minutes.

A cross section of its originated programs reveals a schedule of sparkling fare that has won WLWT wide acclaim for effective production techniques, and a firm place in the hearts of its advertisers. Success stories have been accumulating in the WLWT files during its two-year operation.

One such program, the daily *50 Club*, stresses audience participation with interviews, games and contests for 50 women who gather in the studio for luncheon and furnish the entertainment. So popular is the show that the ticket supply is exhausted until May 1951.

Ever aware of the rural-minded element in the Buckeye State and the inherent predilection of its natives for home brew, barn dances, group singing and other bucolic frolic, WLWT in August 1948 launched *Midwestern Hayride*, a weekly hour-long program under sponsorship of the Bavarian Brewing Co. The program, using rural talent, has achieved recognition, not only for its entertainment value, but for integrating commercials in such a honey-coated manner that they become part of the amusement fare of the program. That will offend no televiewers, certainly, and it has worked out to the advertiser's advantage. Twenty months with the same sponsor—in view of TV's high costs—must be reckoned noteworthy.

* * *

OTHER shows include *General Store*, a comedy telecast which has attracted sponsors from its inception six months ago with ad-lib routines between two not-so-bright residents of a small backwoods town, and *Melody Showcase*, sponsored by Crosley distributors. Though relatively recent to WLWT logs, program has drawn acclaim for its production numbers and stage effects; and the variety acts may well compare favorably with similar network telecasts.

Beck Show

Homemakers receive help from Catherine Beck on *Magic Tele-Kitchen*, the first daily feature originated in WLWT's Mt. Olympus studios. Its selling power has been demonstrated often. For example, a one-minute spot announcement for a Juengling meat recipe book flooded the station with 320 calls within 30 minutes after the show signed off. Sponsor acknowledged receipt of 280 replies at his place of business.

Similarly, a local contractor found that showing prospective buyers the telecast in his office resulted in 95% specifying Kelvinator equipment (like that used on the *Kitchen Klub*, former title for the Beck show) in new homes.

These results appear typical of shows on WLWT's entire afternoon schedule started last September when daytime programs of the Crosley Cincinnati-Dayton-Columbus circuit were first offered for sponsorship on a participation basis only. This policy enables smaller business men to get "their feet wet" in video advertising at a price they can reasonably afford, station believes.

The policy is operated in conjunction with WLW's famous merchandising service, which is continually expanding to cover TV advertisers. It has paid off handsomely. The number of sponsors has jumped from 103 last January to 148 at present.

The sales force that makes WLWT's whirl go 'round, sponsor-wise, is headed by William McCluskey, who was named the first fulltime salesman for the station last May. Today five men comprise the staff, which has evolved provisions for Class C time, as well as 20- and 40-minute time segments.

Rates have been increased since May 1948, three months after it began commercial operation, when WLWT already had set itself a profitable pattern with 36% of a 30-hour week sold.

Present rate card lists Class A time (6:30-11 p.m. and all day Sunday) at $350 per hour, $280 for 40 minutes, $210 for 30 minutes, $175 for 20 minutes, $140 for 15 minutes, $125 for 10 minutes, $90 for five minutes, and $35 for one minute. Class B time ranges from $210 per hour and $130 per half-hour to $70 for 15 minutes and $20 per minute spot. Class C time: One hour, $175; 40 minutes, $140; 30 minutes, $105; 20 minutes, $87.50; 15 minutes, $70; 10 minutes, $62.50; 5 minutes, $45; 1 minute (or less), $20.

* * *

VISITORS who converged on studios of the Queen City's first commercial television station two years ago glimpsed the finest of Crosley facilities including: two studios, measuring 50 ft. x 75 ft. x 35 ft. and 30 ft. x 60 ft. x 15 ft. and located on the first floor of the four-story building; two RCA studio cameras; three field cameras for the mobile unit (two of which now supplement the studio equipment); such film facilities as two 16mm, two 35mm projectors, two slide projectors, two film cameras, one Houston film processor and one auricon film camera.

The mobile unit is a converted, air-conditioned 32-passenger ACF-Brill Motors bus, carrying 1,500 feet of cable, two sets of portable microwave equipment, sound equipment, monitoring and shading devices, controls and power supply—a veritable studio on wheels.

Delivered in the fall of 1947, the formidable unit filled early programming needs of WLWT and figured prominently in several TV "firsts," including the telecast of a Cincinnati Symphony Orchestra concert with Jose Iturbi in April 1948—two months after the station

aired its first commercial program.

Other notable firsts include the TV debut of *Boston Blackie* in August 1948; one of the first paid political telecasts, with Alben Barkley and local Democratic leaders in November 1948; and a pick-up from under the Big Top of the Cole Bros. circus, among others.

Commercially, WLWT premiered the Flash-O-Graph, now widely used for newscasts, in connection with a commercial for Dodge Dealers of Greater Cincinnati. Station also pioneered in the method of presenting a sponsor's message during a football or other sports program without interfering with the progress of the event.

Stress Sports

Cincinnatians like their sports about as well as 3.2, and the Crosley outlet probably has placed as much emphasis on sports as any other of the 103 TV stations on the air today. And sports figured in another first for the station when WLWT's telecast of the Carthage Fair Harness races played a part in a successful Stratovision transmission of a program to the East Coast.

Other sports telecast by WLWT have included horse racing, bowling, billiards, boxing, wrestling, basketball, baseball, table tennis, an ice show and midget auto racing. Under Vernon (Red) Thornburgh, who was named sports director by Mr. Shouse in September 1947, W8XCT telecast the first major league baseball game in Ohio involving the Cincinnati Reds. Station telecast Reds games during the 1948 season.

A telecast of the Golden Gloves boxing tournament in February 1948 seems to have indicated even at that early date, that box office proceeds do not necessarily suffer adversely from coverage by television. Attendance totaled twice as many as the previous year when the matches were available only to sports fans at the actual scene of the event.

Today WLWT carries such sports events as wrestling from Dayton (through WLWD) and boxing from New York's Madison Square Garden (NBC-TV).

* * *

WHILE its application was pending before FCC in April 1939, Crosley Broadcasting Corp. leased the 48th floor of Carew Tower, Cincinnati's claim to skyscraper fame, and gave the first Ohio demonstration of television over a closed circuit—with equipment designed and constructed in Crosley's Broadcast Engineering Labs. Observers didn't think it too successful.

But two years later in April, after continued improvement of equipment was interrupted by the war, another demonstration provided good air transmission and reception. Then Crosley engineers were transferred to the company's manufacturing plant to work on war projects.

The government authorized test transmissions in May 1946 and 14 months later W8XCT embarked on a regular one hour weekly program schedule. Its officials, with eyes on future acceptance of video, set forth to awaken public interest without overrating "things to come."

Public Service

Enthusiastically they focused cameras on every phase of public life — religious services, bridge games, swimming exhibitions, baseball, football and even programs based on popular parlor games. Fewer than 100 screens in the Cincinnati area received the fare—but programming jumped from 5½ hours in August to a 20-hour week by the end of 1947.

The Crosley outlet was granted its commercial license in January 1948, but the first sponsored program was not telecast until February. Wiedemann Brewing Co., always a leading advertiser, picked up the tab for the Golden Gloves boxing tournament and a department store followed suit with *Luncheon at the Sinton*. The advertiser, H. & S. Pogue, is still buying time with the station.

* * *

IN March, its new type high-gain antenna completed, WLWT became the most powerful in the world, operating on a power equivalent to 50 kw and reaching an area within a 50-mile radius of Cincinnati. The five-bay turnstile antenna weighs three tons, measures 85 feet and its top towers 571 feet above the ground. Completion of the antenna climaxed another phase of WLWT operations.

Programs 40 Hours Live

WLWT studios and tower are set high above Cincinnati's business district and belies the busy activity which provides approximately 40 hours of "live" programming weekly for Queen City viewers, in addition to network service. Site has become known as Mt. Olympus.

Although company engineers hasten to describe it as "freak reception," WLWT's signal since the early days of programming has been received repeatedly in distant spots normally beyond the station's coverage area. Reports of reception have flowed in from such states as Iowa, Minnesota, Florida, Texas and Tennessee, as well as from points within Ohio—ranging from 100 to 200 miles from Cincinnati.

Crosley engineers have offered their own pet theory for such a phenomenon—ionized air layers and wave guide effects, with stratified air guiding the WLWT signal to such faraway places. In any event, they caution letter-writers in far away places not to expect "regular, dependable service from WLWT."

TYPICAL of WLWT production numbers winning widespread acclaim is this setup of lights, cameras and settings for station's weekly *Melody Showcase* featuring variety acts. Sponsored by Crosley distributors, the program is a relative newcomer on WLWT's schedule and illustrates use of stage effects in its local studio programming.

* * *

WLWT's role as affiliate of the NBC-TV Network and as the key outlet of the all-Crosley, three-station Ohio link, comprising outlets in Cincinnati, Columbus and Dayton, was planned by two Crosley Broadcasting Corp. officials—James D. Shouse (seated), chairman of the board, and President Robert E. Dunville. WLWC Columbus and WLWD Dayton also are owned by the company, and participate regularly in exchange of programs among the three outlets.

* * *

SOLVING the daily problems involved in operation of WLWT as the key outlet in Crosley Broadcasting Corp.'s three-station TV network is a fulltime job requiring the combined efforts of these station officers. (L to r) Lin Mason, WLWT program director; William McCluskey, sales manager, and Bernard Barth, program coordinator for three Crosley outlets (WLWT WLWC WLWD) confer with John T. Murphy (seated), director of overall television operations.

MUTUAL ENTERS TV NETWORKING

Plans Along AM Line

SIGNALLING Mutual's entry into the television network field, MBS President Frank White announced last week that Mutual will make its key TV stations available for network advertisers who wish to telecast their programs.

The announcement followed the annual meeting of Mutual stockholders, held April 15 amid growing reports that MBS authorities are looking to ultimate TV network operations along the lines of the Mutual AM network, when more TV stations become available.

Detailed plans for overall TV service will be announced shortly, the network said.

Mutual network advertisers, it was announced, will be able to telecast their programs over Mutual stockholders' key TV stations—WOR-TV New York, WGN-TV Chicago, WNAC-TV Boston, WOIC (TV) Washington and KTSL Los Angeles. More than half of all television sets now in use are concentrated in these market areas, it was pointed out.

Authorities said it was anticipated that the same telecasting service eventually will be extended to Mutual affiliates which operate television stations.

The network's stockholders meanwhile re-elected all officers and directors, and the directors in a subsequent session approved an increased budget to expand Mutual's programming and promotional activities. The network currently numbers 540 stations.

President White also announced that the directors "have authorized me to say that no offers for the purchase of the Mutual network are being either entertained or sought." There have been recurrent reports that Mutual might be sold.

Mutual would be the fifth television network, joining the ranks of NBC, CBS, ABC and DuMont.

A clue to Mutual's possible tack on television had been reported indirectly a week earlier in an FCC hearing on intercity television facilities (see story below).

William H. Watts, New York metropolitan division sales manager of Western Union, testifying on interviews with networks on their possible use of Western Union facilities, asked J. R. Poppele, Mutual board member and WOR vice president and chief engineer, about the TV network plans of "WOR or Mutual."

"Mr. Poppele stated that . . . they plan to eventually expand on a national basis when the FCC authorizes additional stations, and it is expected those stations will largely parallel the present Mutual network," Mr. Watts testified.

He said Mr. Poppele thought improved service and more economical rates would result if Western Union entered the network facilities field as a competitor of AT&T. Western Union currently has a reversible channel between New York and Philadelphia but its use has been limited by AT&T's refusal to interconnect telephone company facilities with it. The FCC hearing is to determine whether AT&T should be required to interconnect with Western Union links, as it has been required to do in the case of privately owned facilities.

Western Union Order

Mr. Watts quoted the WOR executive as saying that if Western Union should overcome AT&T's interconnection ban and should offer "microwave service on the basis of quality of service and price advantage," then Western Union "could be reasonably assured of an order from WOR for facilities, at least in the beginning, to such key television points as Washington, Boston, Pittsburgh and Chicago."

In the stockholders' voting, President White was re-elected along with T. C. Streibert of WOR as board chairman and Thomas F. O'Neil of Yankee Network as vice chairman.

Other Mutual officers re-elected were:

A. N. Hult, vice president in charge of sales; William H. Fineshriber Jr., vice president in charge of programs; A. A. Schechter, vice president in charge of news, special events and publicity; Robert Schmid, vice president in charge of advertising, research and promotion; E. M. Johnson, vice president in charge of station relations and engineering; James E. Wallen, treasurer, controller and assistant secretary, and Elbert M. Antrim, secretary.

Other Mutual directors re-elected, in addition to Messrs. Streibert, O'Neil, White and Antrim, were: Mr. Poppele; Linus Travers, Yankee Network, Boston; Benedict Gimbel Jr., WIP Philadelphia; Frank Schrieber, WGN Chicago; Lewis Allen Weiss and Willet H. Brown of Don Lee, Hollywood; J. E. Campeau, CKLW Detroit, and H. K. Carpenter, WHK Cleveland.

WJIM-TV DEBUT

Gross Sets Date For May 1

OPENING date of regular programming by WJIM-TV Lansing, Mich., is set for May 1, according to Harold F. Gross, president and general manager [TELECASTING, April 10]. WJIM-TV is owned and operated by WJIM Inc.

Station has been on test pattern since March 17. Plans are to house the station in a modern $500,000 plant and when possible WJIM-TV will add various local shows to its daily schedule of network and film programs. Network broadcasts are to be beamed by microwave from Detroit to transmitting equipment at Milford, Mich.

WJIM-TV also becomes the 30th interconnected affiliate of NBC-TV. Contract for the network affiliation was arranged by Sheldon B. Hickox of NBC station relations, and Mr. Gross. Station also is affiliated with CBS-TV and ABC-TV.

* * *

Contract for WJIM-TV affiliation with NBC-TV is set by (l to r) Mr. Gross and Mr. Hickox.

COAST-TO-COAST VIDEO

Cowan Sees by '51

INTERCITY network television facilities may interlock from coast-to-coast as soon as 1951. This report confirms earlier informal estimates of a probable completion date [TELECASTING, March 27].

The hopeful but tentative timetable was charted last week by Frank A. Cowan, engineering chief of the Long Lines Dept. of American Telephone & Telegraph Co., in his detailed testimony etched before the FCC during hearings held in Washington on April 14. They resume on May 1.

During the sessions which probed the question of interconnecting the facilities of the Bell System and Western Union Telegraph Co., Mr. Cowan filled in spaces as to possible additions to the Bell System intercity TV network to be made in 1951. He also presented important tie-ins in the planning, provision and operation of such networks.

Outlines Plan

In the 1951 network program now under consideration, Mr. Cowan said, Bell System intercity network facilities would total about 23,000 miles of channels by the end of next year. At that time, Mr. Cowan roughly estimated that the network would comprise about 13,000 miles of radio relay and about 10,000 miles of coaxial cable. This would enlarge the network (which is expected to provide about 15,000 miles of facilities at the end of this year) by some 8,000 miles in 1951, about 5,500 miles of the additional channels being in radio relay and about 2,500 miles in coaxial cable.

The linking of the East and West Coasts by these network facilities may be included in the 1951 program, Mr. Cowan testified. He remarked that it is difficult to be absolutely precise this far in advance of a construction plan of such magnitude, and that work might not be completed until 1952. However, even if the project were delayed, he conjectured that possibly the coast-to-coast link would be finished by the spring of that year.

Mr. Cowan said that Bell System plans contemplate extending the network by the construction of two radio relay channels between Omaha and San Francisco, one in each direction. At first these facilities would be equipped for telephone purposes, he said, but television channels would be made available if there were commercial demand for them.

The tentative 1951 Bell System television network program also includes an extension to Miami and the linking of Binghamton, N. Y. The rest of the plans now being formulated relate to the addition of channels on various portions of the network as it will stand at the end of this year.

In addition to the link to the west coast, other possible extensions by means of radio relay in 1951 would be: One new channel from New York to Chicago; one additional channel southbound from Detroit to Toledo; one eastbound channel from Omaha to Chicago and one westbound between Des Moines and Omaha. The connection with Binghamton, N. Y., would be made by an extension from the present network either from Syracuse or New York City.

Southern Link

Extensions by means of coaxial cable to the Bell System television network would include the equipping for television purposes of a channel extending from Memphis to Birmingham, and eastward on to Atlanta. A second channel—in addition to the one to be equipped for television from Charlotte, N. C., to Jacksonville—would be similarly equipped in 1951. A single coaxial cable also would be equipped for television between Jacksonville and Miami, so that the latter city can be added to the network. An additional southbound coaxial channel would be equipped for television from Toledo to Dayton.

Earlier in the proceedings on the interconnection issue, which continued all week after sessions resumed before the FCC on April 10, M. G. Wallace, eastern area commercial manager of the Long Lines Dept., testified on the comments of customers using Bell System inter-

(Continued on Telecasting 16)

COLOR HEARING SPEEDUP

Lag Feared

REHASHING of old familiar controversies — plus introduction of some new conflicts between principal color TV proponents, RCA and CBS—marked the third week of cross-examination in FCC's color hearing last week.

Concern that the now over-drawn proceeding could lapse into a mere battle of words was evidenced by the Commission on Monday when it delayed start of the week's hearings while it met in special session to consider the color TV situation. Although no report was made concerning the brief meeting, it was understood hearing procedure and scheduling of witnesses topped the agenda in an effort to wind up the color phase as soon as possible without trimming off vital evidence.

FCC Chairman Wayne Coy delayed his departure to the NAB convention until Sunday to arrange the meeting and it was understood Comr. George E. Sterling cancelled entirely his plans to attend the convention because of the hearing situation.

Highlights of last week's hearing through Wednesday included:

● Efforts by RCA counsel in cross-examination of CBS witnesses to prove that the color policy of CBS has been inconsistent and that its management policy has conflicted with the firm's own engineering advice and representations.

● Observation by CBS President Frank Stanton that his stand for non-compulsion in color set making and telecasting has been "somewhat shaken" by earlier testimony of certain manufacturing witnesses. But he indicated he believed competition would force reluctant firms to cooperate in set production if the CBS system were adopted.

● Testimony by Dr. Stanton that if manufacturers, however, did refuse to make sets capable of receiving CBS color, the network might interest a group of businessmen to form a new firm for that purpose. CBS would not put money into it, he indicated.

● Re-affirmation by Dr. Peter C. Goldmark, inventor of the CBS color system, that he didn't believe RCA's color system could be further improved and hence should not be field tested. He believed RCA's picture quality had about reached its ultimate and was just "tolerable."

CBS Witnesses

Earlier it had been presumed that Brig. Gen. David Sarnoff, RCA board chairman, or RCA President Frank Folsom would appear last week to testify on RCA's plans to make CBS-type sets if that system were approved. But since Gen. Sarnoff was unable to attend because of other commitments, CBS and other witnesses were called for cross-examination. Gen. Sarnoff now is slated to appear May 3.

His testimony was requested by FCC counsel, Harry Plotkin, when Dr. Elmer W. Engstrom, RCA Labs vice president, told FCC his firm hadn't decided whether or not it would make sets capable of receiving CBS signals [TELECASTING, April 17].

FCC has indicated it is very concerned over the issue of set makers' cooperation and possible need for compulsion should any non-compatible system such as CBS be adopted. The Commission has said it will "go down the line" of witnesses and question them on all aspects of this matter. FCC also is expected to continue pursuit of its inquiry into patent matters with those witnesses where the patent issue is pertinent.

The color hearing continues Tuesday (April 25) in Washington and on Wednesday will move to New York for the record demonstration of CBS' new technique of dot interlacing. Further sessions then are scheduled May 1-5, when it's now hoped nearly all examination will be concluded except for the Color Television Inc. demonstration of its system on the West Coast.

Cross-examination of Dr. Stanton was begun Monday morning by John T. Cahill, RCA counsel and board member, who is senior partner in the New York law firm of Cahill, Gordon, Zachry & Reindel.

Mr. Cahill observed Dr. Goldmark earlier had testified he felt the RCA system could not be improved and asked the witness if he agreed with this statement. Dr. Stanton replied Dr. Goldmark's statement was engineering testimony and that as a layman he couldn't disagree with it. Asked if he had noted improvement in RCA's picture at the Laurel demonstration in February, Dr. Stanton replied affirmatively but added the first RCA color pictures last fall "didn't qualify as pictures."

Mr. Cahill reviewed CBS management policy during the past 10 years. Dr. Stanton, who took active management in 1946, affirmed the company policy always had been based on engineering facts and advice and that the latter has never been made to accommodate policy. Mr. Cahill indicated this view was presented originally to FCC as CBS policy in 1944 by Paul Kesten, at that time executive vice president of CBS and now retained as a consultant at an annual retainer of $25,000.

Stanton Recommendation

Dr. Stanton told Mr. Cahill he was aware when he recommended the CBS system for adoption that it had 45% less horizontal and 23% less vertical resolution than existing monochrome, as admitted by Dr. Goldmark during the hearing. He indicated the public doesn't see just resolution when it looks at a picture, however.

The RCA counsel proceeded to observe Mr. Kesten in 1941 told FCC the 441 line, 60 field TV standards then proposed by the Radio Mfrs. Assn. were "twice as good as they seem to be" because of development potentials, and that Adrian Murphy, now CBS vice president and general executive, the same year told FCC 525-line pictures were "very satisfactory." He contrasted this with a statement in 1944 by Joseph Ream, CBS executive vice president, that 525-line standards were not good enough for postwar TV.

Mr. Cahill also noted that while Robert Sorrell, then a CBS engineer, in early 1944 as a member of a Radio Technical Planning Board committee voted in favor of 525-line, 6-mc standards, Mr. Ream in October of that year urged some 30 channels, each 16-mc wide, be provided in the UHF and that all VHF channels be withdrawn as soon as UHF service was sufficient. Mr. Cahill stated the Ream proposal came even after another RTPB group had declared the UHF unusable in the foreseeable future due to lack of laboratory and field experience.

About this same time, Mr. Cahill recalled to Dr. Stanton, Dr. Goldmark had gone on record as saying CBS would propose no change in TV standards after the war.

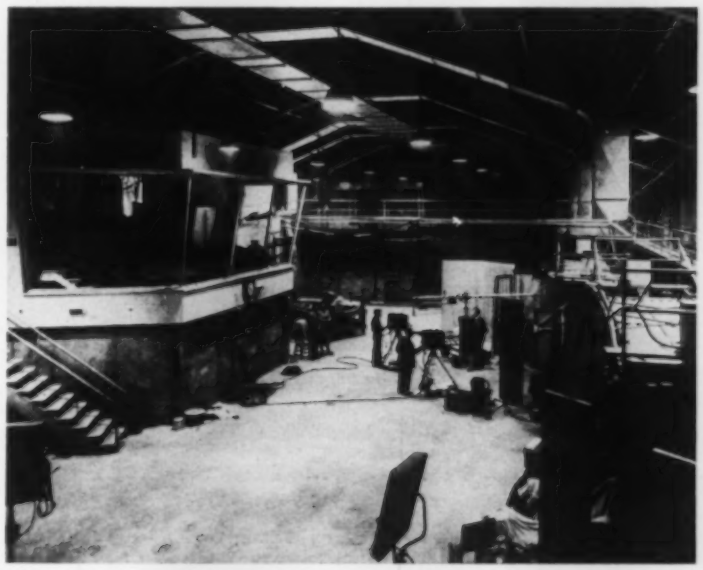
The RCA counsel reminded Dr. Stanton that in April 1944 CBS had issued a booklet to "policy" people in several fields which asked if prewar TV would be good enough after the war and then proceeded to note technical advances which would promise twice the detail in postwar TV pictures, plus color. He indicated the booklet emphasized need for bigger pictures and greater detail—practical since twice the bandwidth would be possible—and pointed out limitations of prewar TV "squeezed" into 6 mc.

Mr. Cahill contended the present CBS picture is not as good as the prewar CBS color picture cited in the booklet as an example of coarse detail TV to be left behind in favor of new developments.

Upon questioning, Dr. Stanton testified CBS' interest in color TV was as a broadcaster and not as a color system proponent. He said the CBS position was not affected by its investment to date of more than $4,000,000 in the field sequential system. He termed this "a drop in the bucket" to what could be earned by the network in the long run with color TV.

Dr. Stanton agreed the CBS system at first would have practically no circulation and this in part was why CBS planned mostly off-hour color programming at first. He indicated other factors also were involved, though. He acknowledged there would be no programming restrictions in adoption of a compatible system.

Asked if a compatible system would speed up public acceptance of color, Dr. Stanton replied, "That depends on what the manufacturer does." He indicated convertibility of a system also has importance comparable to compatibility and expressed doubt that the RCA or CTI systems have convertibility.



THIS is the principal TV studio of WDSU-AM-FM-TV New Orleans which has just been completed. Dimensions of the studio are 100 x 55 ft., and it is one of four (two AM and one other to be used for AM and TV interchangeably) which are included in the new studio building located directly behind Brulatour Court. Of the approximate $1,200,000 investment by WDSU in radio and TV services, well over one-half million is directly allocated to video, according to the station.

Dr. Stanton introduced an exhibit estimating the effect of obsolescence, conversion and adaptation of TV sets following FCC approval of the CBS system. The report estimated that by June 1, 1954, with a total of 25,000,000 sets, only 3.1% (786,000) would be 525-line monochrome-only sets while 31.3% (7,828,500) would be dual standard 405 or 525-line monochrome sets plus receivers adapted to receive black-and-white from CBS color signals. An estimated 57.2% (14,285,500) would be

(Continued on Telecasting 8)

Color Hearing

(Continued from Telecasting 7)

combination new color or monochrome sets, plus sets converted. Some 8.4% (2,100,000) would represent sets existing now which had become obsolescent or were traded in.

Asked by Mr. Cahill what CBS' position was on making color sets itself, Dr. Stanton indicated he was glad of the chance to "clear up any misunderstanding" about CBS plans. He said CBS might interest a group of businessmen to form a corporation to distribute and perhaps manufacture CBS color sets if FCC adopts the system, but emphasized this would be undertaken only if present set makers refused to produce TV sets capable of handling CBS color. The firm would be financed by outside capital, Dr. Stanton said.

Asked whether CBS now is buying interests in certain TV receiver manufacturing businesses, Dr. Stanton stated it is not now negotiating for such purchases although the network has given the matter serious consideration during the past year.

If both RCA and CBS systems were adopted, Dr. Stanton indicated CBS would be inclined to see that receivers of both types were made available. CBS in addition to broadcasting its color system would experiment on RCA "to make sure the public could compare both systems," he asserted.

Explains Announcement

Considerable time was spent by Dr. Stanton in explaining announcements aired by CBS in New York at the beginning of experimental TV transmissions from 1941 to 1946. During lengthy inquiry by Mr. Cahill on the purpose of the announcements, and an associated booklet offered at the time, Comr. Frieda B. Hennock expressed "concern" over the material involved.

Dr. Stanton said the announcements and booklet advised the public CBS was not in the set making business, its transmissions were temporary and experimental, ultimate disposition of the TV situation was beyond CBS' control and hence certain risks were involved in buying sets.

The CBS president asserted the statements were full disclosures of the situation. He told Comr. Hennock they were made because of possible changes in standards in view of CBS' "appearance before FCC for a change of color frequencies into the UHF."

A vigorous exchange ensued with Mr. Cahill over the booklet's statement in "bold face type" that "color television may replace black and white." Dr. Stanton asserted it's reasonable to believe color ultimately will replace monochrome. If this were not so, he indicated, they would not be involved in the present proceeding.

While opposed to compulsion generally, Dr. Stanton testified he would not be opposed to some measures by FCC or other regulatory body to insure production of color sets if the CBS system were adopted. Such procedure, he said, would be necessary only if all other efforts were of no avail.

Indicating this view was conjecture because he firmly believed set makers would cooperate, Dr. Stanton said, "I can't see set manufacturers losing a competitive advantage to new manufacturing firms by refusing to build sets if CBS standards are adopted."

To a query by Mr. Plotkin, Dr. Stanton indicated FCC before considering compulsion of any kind should wait about 30 days after a decision favoring CBS in order to allow manufacturers to make up their minds.

Dr. Stanton told Mr. Plotkin that adoption of a compatible system would allow set makers a greater amount of time to switch from monochrome to color production since no need for hurry would be imposed. He did not see the same situation for CBS in view of the automatic adaptor since such sets would be convertible to color.

Questions Stanton

Comr. Robert F. Jones questioned Dr. Stanton extensively on comparision of FM's plight with that of color TV vs. monochrome. The witness didn't think the situations were comparable in most respects. Asked what he believed to be reasons for FM's situation, Dr. Stanton cited lack of promotion between broadcasters and manufacturers alike, too high FCC operating standards, FM's change in allocation, the former AFM ban on FM duplication unless double fees were paid, the average person's inability to properly tune FM sets, and television. He indicated the latter had the greatest effect.

Dr. Stanton said CBS research showed the public generally didn't like high fidelity and usually tuned it out even on sets that could take advantage of it. He suggested most FM sets now on the market do not take full advantage of high fidelity. The witness said Jack Benny and "Lux Radio Theatre" shows were interruped several times on the five CBS-owned FM outlets to test reaction and only three or four responses occurred except in New York where the number was a little higher. He indicated this was a sad thing for management to consider when it was spending $250,000 yearly to operate FM outlets.

The CBS president thought the static-free quality of FM was its preferred selling point and this generally had been overlooked. Asked by Comr. Jones if it takes 15,000 cycles to appreciate Jack Benny jokes, Dr. Stanton replied, "No. I think you could enjoy them on a Dictaphone."

Dr. Goldmark, under cross-examination by Mr. Cahill on Tuesday afternoon, reaffirmed his earlier statement he saw no reason why RCA should field test since there could be no improvement in the system fundamentally. He admitted there was "1000% improvement" in the RCA color picture at the Laurel demonstration but this picture was "nothing to brag about" and the sets were not unattended as supposed. He termed the pictures just "tolerable."

Dr. Goldmark saw no system improvement in the fact RCA achieved color stability after its initial showing. He said RCA originally had "heralded as perfect" its system, which may have been a premature announcement, but it was assumed from the first the system had color stability. He indicated the fact it was "re-established" was not improvement.

Te-Ve

Drawn for TELECASTING by John Zeigler

Indicating a picture can improve only up to the capability limitation of the system, Dr. Goldmark upon questioning thought the RCA picture now is "pretty darn close to the system's capability."

Asked by Mr. Cahill if the present CBS system doesn't have a greater overall loss in resolution than the 6-mc system proposed by CBS in 1941, Dr. Goldmark admitted this was true but explained other techniques have been added which more than make up for the loss. The RCA counsel noted CBS in 1946, when pressing for adoption of its high definition 16-mc color system in the UHF, had played-down any system of lower quality.

Dr. Goldmark stated only by very critical analysis is it possible to discern differences between CBS' present 6-mc color picture and the earlier 16-mc picture.

The RCA counsel also questioned Dr. Goldmark sharply on his changes in philosophy over the years regarding optimum viewing distance. The witness indicated this partly was due to improvements in viewing tube quality.

Dr. Goldmark explained his apparently conflicting positions on TV during 1944, when acting on RTPB committees, were due to restricted technical information he was familiar with but could not use to motivate his position until the latter part of that year. He indicated RTPB meetings then were generally considered a "darn nuisance" because of the war and everyone wanted the status quo for the time being.

Upon questioning, Dr. Goldmark said that although CBS experimented with dot, line and field sequential color in 1940, it did not know about dot interlacing, mixed highs and time multiplexing as now used in the RCA system.

"Did you mean to say that in 1940 you did not know how time multiplexing, mixed highs and horizontal dot interlacing could be employed to produce 525-line 6-mc color television?" Mr. Cahill asked Dr. Goldmark. He replied, "I did not think of it then and I do not think of it now," indicating he didn't consider RCA's system now capable of producing that definition.

Cross-examination Wednesday was led off by Charles H. Sparkman, engineering vice president, Birtman Electronic Co., Chicago, who said his firm has made 18 color converters for CBS. He said orders had been received recently from Philco Corp., Crosley Corp., Paramount Pictures Corp. and Teletone Radio Corp. for one converter each. He said his firm could produce a minimum of 7,500 units per month but would prefer a 75,000-plus rate to maintain large-scale production.

John Schubert, Birtman vice president in charge of plant operation, estimated redesigning of the converter could scale its price down from the $70 quoted last fall to about $55. Weight also would be reduced from 28 lb. to about 20 lb., he said.

David H. Cogan, president, Air King Products Co., Brooklyn, said his firm has manufactured only a few pilot models of disc-type color receivers. Although his firm does not now produce 10 in. sets (its smallest is 12½ in.), it could make them converted for color with the approximate additional cost of about $100-$105, he said.

Air King Plans

He revealed Air King is "status quo" in its plans for manufacturing color sets until FCC decides the color question. If RCA's color system is adopted, he said, all plans will be dropped, but if CBS' color is accepted by FCC, the firm will proceed. For sets internally adapted to receive CBS color transmission in black and white, he explained an interval of 4 to 6 months would occur before full-scale production could be reached. He said a multiple standards decision would complicate things for the manufacturer.

If multiple standards should be decided, he said, "we would build both types of sets, although we would not prefer to do so. Our ultimate objective would be the building of sets which would receive both types."

S. W. Gross, president of Teletone Radio Corp., New York, said his firm was ready to produce a 10 in. CBS color-type converted set to retail for $200, a reduction of $20 from the price quoted last fall. Reduction was due to lower monochrome set costs, he indicated.

Mr. Gross said his firm would not manufacture the conventional set if FCC decided on CBS color. The period of changeover he calculated at eight to 12 weeks.

C. P. Cushaway, executive vice president of Webster-Chicago, said his firm has manufactured 20 CBS disc type color converters and "one or two" external type converters. He said his firm was prepared to solve the problem of whatever converters or adaptors are necessary

(Continued on Telecasting 13)

THE TV IMPACT

Hecht Head Reviews Retail Role

Mr. HECHT

* * *

By SAMUEL M. HECHT
President, The Hecht Corp.

THIRTY YEARS ago when KDKA Pittsburgh began its experimental work in broadcasting and made radio time available to American advertisers, the nation's foremost business men sat up, took notice, and wrote the following memo on the calendar:

"Someday this little giant in communication will grow up, and someday somebody will find out how to use it."

It did not take the retailer very long to realize that "something new had been added" to the publicity and promotional picture, and we all stood by and watched the national advertisers step into the picture and take over, all the time wondering "what in the world are we going to do to handle, control and develop this lusty new infant."

From time to time we all dabbled timidly and cautiously with this intriguing new medium without knowing exactly what we were attempting or how much it would cost to make it practical or profitable, even if we were lucky enough to discover a technique.

Of course, a technique never was developed completely for the retailer as a merchandising and promotional medium. Most of the money we spent—and it ran into the millions—was spent on blind faith with the hope that somehow, someway, and under some circumstances, somebody might stumble upon the practical utility of radio advertising.

Cites 'Score'

The score-board shows that during all of these years, nobody got very far beyond first base, and while we couldn't exactly measure the effectiveness of what we were doing, we were still reluctant to give it up, principally because there was a general conviction of the hidden power in this vast and important transmission of ideas from one human mind to another.

All of this, of course, may seem a little bit pseudo-scientific, but I think the big point is that millions of dollars were spent by retailing in an honest and sincere effort to establish some form or format whereby radio could be made profitable and productive on a promotional merchandising basis.

And then, of course, after 25 years of experimentation, the inevitable came to pass:

TELEVISION!

Here, in the flash of an eye, we realized that the missing ingredient had been found.

But the other problem still remained: What are we going to do with it? How are we going to use it? How are we going to make it sell merchandise over the retail counter, in commercial quantities, and at a reasonable profit?

Neither an industry nor a nation can live unto itself alone. We found that out the hard way. And, therefore, the retail industry as a group began to recognize its responsibility in helping to develop this new technique in human expression.

We were almost in the same position as those who resisted the early inroads of air transportation on the railways and shipping lines. But during the war many of us learned that even a retailer could learn to fly a four-motored ship over the Burma hump, and do it with accuracy, consistency and dispatch.

The analogy may seem somewhat far-fetched to the casual reader, but there is little basic difference between our transition from ground to air travel than our transition from radio to television.

Many able advertising men have expressed themselves to me in this vein and as one who has lived through both the transitions, I can not escape the feeling that *television is here*, not on a lend-lease basis, not temporarily, but as an integral part of the science of business communication.

Technical Future

I would certainly not attempt, at this early date, to forecast the many and varied techniques which may be developed by wise, intelligent and imaginative merchants because I believe that we should leave the technical aspects of television to those who have studied advertising, publicity and dramatics, and the relationship between good merchandising and good publicity.

I would only like to make the essential point, and that is: Television is essentially a medium of showmanship and our experiments to date in our own stores in various cities have given us conclusive evidence that we have a powerful implement for good within our grasp and if we fail to make full use of it for the benefit of our customers, it will be from lack of imagination and lack of vision.

Obviously, television is a new science, and as Charles Kettering (former vice president and director of General Motors Corp.) tells us, whatever is scientific is something we do not understand, because when we begin to understand it, it is no longer scientific. And I believe that Mr. Kettering made the point perfectly because day by day we are beginning to understand more about this new science and day by day it is becoming more understandable to us and day by day it is becoming less scientific and more understandable and its utility and practicality are growing by the hour.

However, I believe there is quite another aspect to television development, aside from all its technical phases, which must be of vital concern to the field of distribution.

I am referring to the *impact* of television upon the selling, promotion and distribution of *other* types of merchandise, beyond television receivers themselves and the *influence on the switch of buying habits which will take place as a result.*

It is no secret at all that the manufacturing side of the television industry has had its hands full trying to keep up with the demand. At the same time, television networks have had their hands full in projecting their communication lines to meet the public eagerness for television reception.

The retailer, as one of the parties to the distribution system, has had his own hands full and his electrical appliance business has shown a marked change in the nature of merchandise, along with a tremendous growth in dollar volume.

But large retail stores are not primarily and simply distributors of television receivers. That is only one small part of the retailer's distribution job. His essential work must remain the over-all responsibility to provide all of the goods for all of the people for daily living. Television satisfies only one small portion of this great demand and this great responsibility.

We must be concerned, therefore, with the natural shift in human wants and needs, as a result of television as a medium of education and expression, and this has already forced itself emphatically into our business consciousness so that we cannot escape the fact that there has been, and will continue to be, less demand for certain types of goods and greater demand for other types of goods.

This has already been made evident in the growing demand for home decoration, and merchandise for the home, and especially in the need and demand for living room furniture and furnishings.

Effect on Home

More television at home, of course, will mean more family home-life. This, of course, will mean more people in the living room, more children, more relatives, more friends and neighbors.

The impact will extend far beyond an ordinary sale of an electric appliance, because, by its very nature, television will keep more people at home, and together, and if family life is an important part of our democratic system of living, then, I believe, we must confess that television will be a tremendous influence for good, in its relationship to family life.

Retail advertising has developed in the past few years from a combination of newsprint-paper and printer's-ink into a fantastic combination of motion, color, sight and sound. Newspapers and periodical publications gave us advertising by sight. Radio gave us sound.

Television gave us *both* of these and added a third ingredient: MOTION. So now in one medium we have at our disposal three of the important factors in modern publicity: *Motion, sight* and *sound.* All that remains is COLOR, and we are assured by the best research minds that we will have the color within the next few years.

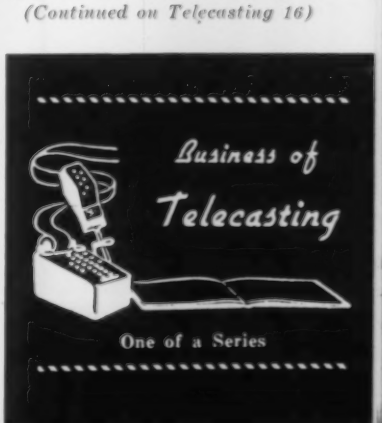
Leaving the latest element (color) out of the picture for the moment, we still have, in one medium, a combination of the other three which has already adapted itself to the merchandising of many types of goods.

Certainly color will be an important future factor in the presentation of fashion merchandise, but in the meantime the fashion story has been told on television with great credibility, by virtue of presenting merchandise on living people, in authentic surroundings and in relationship to the customer's actual needs, wants and desires.

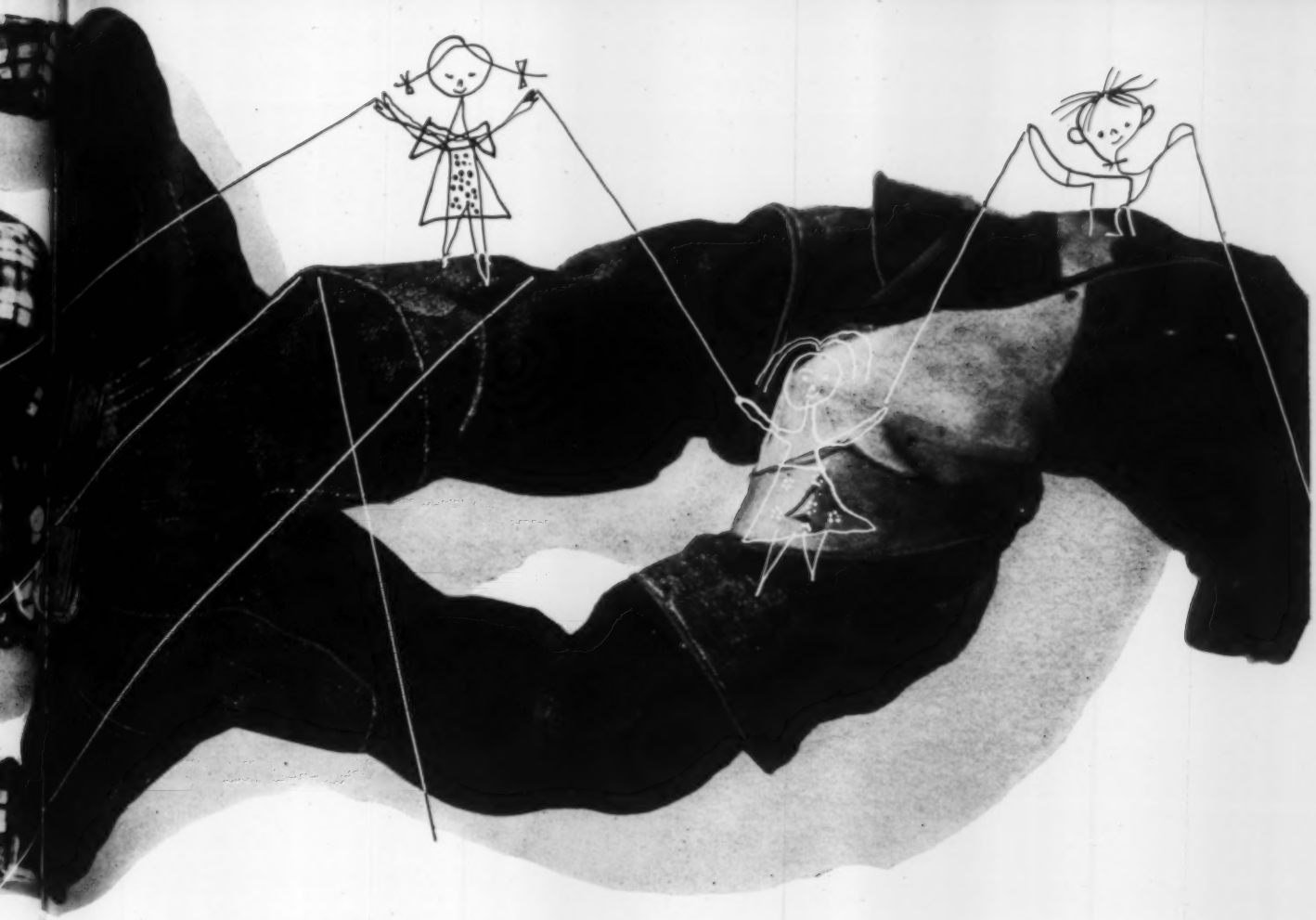
The analogy here, of course, is very general because the term "fashion" encompasses not only dresses, coats, suits and accessories, but even such things as bathing suits. And here again the motion or action would be most important because a bathing suit shown on a hanger is just another bathing suit, but on the proper model flying from a springboard, the picture becomes almost sufficiently complete for the customer to visualize herself in the identical environment and in the identical fashion and if the price-tag makes sense, then the whole story is wrapped-up.

Neither can we ignore the profound influence of television on child education, even in these early days of television development. It seems clear that retailers and other sponsors of television programs

(Continued on Telecasting 16)



KINGPIN IN
moller



N LILLIPUT

Howdy Doody's three-way network lead . . . top-rated of all children's shows, all daytime shows, and all multi-weekly shows in television

The little guy means business.
Who else could make 240,000 sales with only 2 announcements?

And who else but this incredible "Milton Berle of the Lollypop Set" (Winchell) could get *a quarter of a million* urchins to part with a dime each, plus a Three Musketeers candy wrapper . . . for a cardboard cutout of himself?

For the record, that's $36,000 in returns from two brief demonstrations on NBC Television.

Idolized by an audience of nearly 6,000,000 a week in 24 important NBC Television markets, HOWDY DOODY means business, fantastically good business for his sponsors.

That's why he's No. 1 Sales Representative in Lilliput for advertisers like Colgate, Mars Candy, Ovaltine and Poll Parrot Shoes . . . on America's No. 1 Television Network.

A few quarter-hour segments are immediately available.

NBC TELEVISION *America's No. 1 Network*

Telestatus

March Video Business

(Report 108)

A TOTAL of 2,842 advertisers used television as a medium during the first week of March, a gain of 444 or 18.5% over the February total of 2,398, according to the March *Rorabaugh Report on Television Advertising*.

Network TV advertisers in March numbered 80 companies sponsoring 98 programs, up from 70 companies with 90 TV network shows in February. March TV spot advertisers totaled 527, compared with 438 in February, while the number of local video clients rose from 1,890 in February to 2,235 in March. Figures are based on reports from all four TV networks covering the entire month and from 93 of the 98 commercial stations on the air the first week in March.

New Third Dimension TV Technique Developed by RCA

THIRD dimension effect can be given television images created by the industrial TV system developed by RCA, according to techniques outlined in Boston a fortnight ago by Dr. V. K. Zworykin, vice president and consultant of RCA Labs.

Speaking before the Boston section of the Institute of Radio Engineers, Dr. Zworykin said that this extension of the system's usefulness would be valuable in specialized applications, and could be accomplished with a minimum of additional equipment.

Dr. Zworykin said the stereoscopic effect could be produced by mounting two cameras side-by-side to view the object from slightly different angles, in the same way that the spacing of human eyes produces the effect of depth. The TV signals, corresponding to the two offset scenes, would then be transmitted to two kinescopes, either through the air or by suitable cables. The separate images would be combined and viewed through special filters to give the three - dimensional effect, Dr. Zworykin explained. Development of the industrial television system was first disclosed by RCA research scientists and engineers on March 7 at the IRE convention in New York.

* * *

Federal Reserve Surveys Set Buying Plans

"CONSIDERABLY MORE" than twice as many consumers intend buying television sets this year than planned such purchases last year, according to preliminary findings of a survey sponsored by the board of governors of the Federal Reserve System.

Tabulations were computed from about 3,000 interviews made during January and February in 66 sampling areas throughout the country. They were compiled by the U. of Michigan's Survey Research Center. An additional 500 interviews will be available in June, the governors said.

Consumers were queried on their own financial positions and economic conditions in general at the beginning of 1950. Especially notable is the fact that, while over twice as many consumers have TV-buying plans this year, personal income expectations for 1950 remained almost static.

By contrast, house-buying plans were only slightly larger, while automobiles and selected durable goods (furniture, refrigerators and other appliances) remained about the same in point of intended buying.

There also was sharp divergence between consumer expectations for prices in general and for prices of durable goods. Although only a third of the spending units looked for a price decline, more than half thought reductions would take place in the TV and other hard goods lines.

Gross TV Time Sales on ABC, CBS and NBC Video Networks in January and February 1950.

	Jan.	Feb.	Total
Agriculture & Farming			
Apparel, Footwear & Access.	20,570	23,090	43,660
Automotive, Automotive Access. & Equip.	307,663	273,146	580,809
Aviation, Aviation Access. & Equip.			
Beer, Wine & Liquor	116,179	110,074	226,253
Bldg. Materials, Access. & Supplies			
Confectionary & Soft Drinks	29,355	25,188	54,543
Consumer Service	13,500	13,500	27,000
Drugs & Remedies	16,920	16,920	33,840
Entertainment & Amusements			
Food & Food Products	244,635	228,455	473,090
Gas, Oil & Other Lubricants	90,950	72,820	163,770
Household Equip. & Supplies	141,405	122,920	264,325
Household Furnishings	117,129	121,958	239,087
Industrial Materials			
Insurance			
Jewelry, Optical Goods & Cameras	2,696		2,696
Office Equip., Stationery & Writing Supplies	29,355	25,188	54,543
Publishing & Media	16,040	16,930	32,970
Radios, TV Sets, Phonographs, Musical Instruments & Access.	223,551	197,673	421,224
Retail Stores & Shops	1,631		1,631
Smoking Materials	360,638	323,576	684,214
Soaps, Polishes & Cleansers	25,185	21,720	46,906
Sporting Goods & Toys			
Toiletries & Toilet Goods	145,173	148,138	293,311
Transportation, Travel & Resorts			
Miscellaneous	17,419	14,151	31,570
Totals	1,890,639	1,730,259	3,620,898

* Source: Publishers Information Bureau.
**DuMont Television Network did not report its time sales, which are not included in these totals.

ART AWARDS

Cite Agency TV Commercials

THE Art Directors Club of New York on April 18 presented for the first time three special distinguished awards for television commercials to agency art directors at a luncheon at the Waldorf-Astoria Hotel in New York.

Ray Mauer, art director, Campbell-Ewald, New York, received a certificate for the "Mr. Guber" TV commercial for the Chevrolet Dealers Assn. John Cook, art director with J. Walter Thompson Co., New York, was awarded a certificate for the P. Ballantine & Sons TV commercials. Richard Lundy, art director with Geyer, Newell & Ganger, was presented a certificate for the Kelvinator Corp. video commercials.

Hope Hooper 49.4

THE SPECIAL Bob Hope television show sponsored by Frigidaire on NBC-TV Easter Sunday got a Hooperating of 49.4 in a special Hooper survey of four cities, the network announced last week. Mr. Hope's rating in New York, Chicago, Cleveland and Washington was second only to the marks set by the *Texaco Star Theatre*, according to NBC.

Weekly Television Summary—April 24, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets	City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,828	Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV KTTV, KECA-TV	496,453
Ames	WOI-TV	8,860	Louisville	WAVE-TV, WHAS-TV	25,901
Atlanta	WAGA-TV, WSB-TV	32,350	Memphis	WMCT	29,775
Baltimore	WAAM, WBAL-TV, WMAR-TV	158,089	Miami	WTVJ	22,000
Binghamton	WNBF-TV	11,220	Milwaukee	WTMJ-TV	101,016
Birmingham	WAFM-TV, WBRC-TV	12,100	Minn.-St. Paul	KSTP-TV, WTCN-TV	81,600
Bloomington	WTTV	5,750	Nashville	.....	100
Boston	WBZ-TV, WNAC-TV	339,234	New Haven	WNHC-TV	72,700
Buffalo	WBEN-TV	84,849	New Orleans	WDSU-TV	19,897
Charlotte	WBTV	13,169	New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,145,000
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	418,366	Newark	WATV	Incl. in N. Y. Estimate
Cincinnati	WCPO-TV, WKRC-TV, WLWT	106,900	Norfolk	WTAR-TV	10,008
Cleveland	WEWS, WNBK, WXEL	200,269	Oklahoma City	WKY-TV	24,755
Columbus	WBNS-TV, WLWC, WTVN	63,800	Omaha	WOW-TV, KMTV	22,122
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	49,125	Philadelphia	WCAU-TV, WFIL-TV, WPTZ	435,000
Davenport	WOC-TV	9,375	Phoenix	KPHO-TV	6,500
Quad Cities	Includes Davenport, Moline, Rock Island, East Moline		Pittsburgh	WDTV	91,000
Dayton	WHIO-TV, WLWD	48,100	Portland, Ore.	.....	887
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	216,000	Providence	WJAR-TV	49,140
Erie	WICU	33,459	Richmond	WTVR	26,213
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	49,125	Rochester	WHAM-TV	35,436
Grand Rapids	WLAV-TV	23,200	Salt Lake City	KDYL-TV, KSL-TV	14,200
Greensboro	WFMY-TV	10,400	San Antonio	KEYL, WOAI-TV	14,272
Houston	KLEE-TV	18,500	San Diego	KFMB-TV	35,600
Huntington-Charleston	WSAZ-TV	7,200	San Francisco	KGO-TV, KPIX, KRON-TV	49,242
Indianapolis	WFBM-TV	36,500	Schenectady	WRGB	70,000
Jacksonville	WMBR-TV	9,000	Seattle	KING-TV	26,700
Johnstown	WJAC-TV	18,822	St. Louis	KSD-TV	115,000
Kalamazoo-Battle Creek	.....	10,986	Syracuse	WHEN, WSYR-TV	38,913
Kansas City	WDAF-TV	32,347	Toledo	WSPD-TV	39,000
Lancaster*	WGAL-TV	40,720	Tulsa	KOTV	20,800
Lansing	.....	12,000	Utica-Rome	WKTV	11,500
			Washington	WMAL-TV, WNBW, WOIC, WTTG	118,250
			Wilmington	WDEL-TV	32,669

* Lancaster and contiguous areas. Total Markets on Air 60 Stations on Air 103 Sets in Use 5,315,167

Editor's Note: Sources of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

Color Hearing

(Continued from Telecasting 8)

for various type of sets and said Webster was prepared to go into the production of color camera chains for the CBS system.

Melvin Kohner, electrical engineer directing color work for Webster-Chicago, recommended use of a pedestal-type color converter for large TV sets. He revealed the firm has received orders for color converters from Westinghouse, Philco, RCA and Crosley.

HIFAM RENEWAL

Protects WFBM-TV Channel

CONTINUED operation of HIFAM —a method of high frequency AM broadcasting—is assured at least for a time as a result of FCC approval of an application by Sarkes Tarzian for license renewal of his experimental station KS2XAP in Bloomington, Ind.

FCC's decision, rendered April 14, approved further renewal of the license until June 1, subject to condition the station not operate on its frequency of 87.75 mc during the time WFBM-TV Indianapolis is in operation. WFBM-TV, assigned Channel 6 (82-88 mc), is 46 miles from Bloomington.

While ordinarily such probable interference with an assigned frequency would be cause to bar a grant, FCC said, the rules were waived because: ". . . The program of research, which the applicant proposes, is intended to develop a service to be operated on frequencies other than those allocated such service in the Table of Allocations."

HIFAM is projected by Mr. Tarzian, a consulting engineer and radio manufacturer, as an economical and frequency-saving system [BROADCASTING, May 3, 1948]. Mr. Tarzian has been experimenting with his method of broadcasting for nearly four years since his station first went into operation in May 1946. In June 1949, Examiner J. Fred Johnson Jr. recommended in an initial decision a grant of Mr. Tarzian's application for renewal [BROADCASTING, June 27, 1949]. His license had been renewed or temporarily extended since 1945. Mr. Tarzian and his wife own and operate WTTS and WTTV (TV), both in Bloomington.

McCOLLISTER WILL

Estate Is $237,000

HOWARD J. McCollister, Los Angeles TV-radio representative, and his wife Helen, killed with their two children in a plane crash on April 8 [BROADCASTING, April 17], left an estate estimated at $237,800 according to statement filed in Los Angeles probate court last week.

Regional station representative business which Mr. McCollister operated with his brother Paul W. McCollister, will continue under direction of latter.

TV WESTERNS

Autry Forms Film Firm

GENE AUTRY, film and radio singing cowboy star, with Armand Schaefer, president-producer of Gene Autry Productions, and Mitchell J. Hamilburg, head of his own Hollywood talent agency, have organized Flying-A Pictures to produce a series of TV western films. Mr. Autry will be starred in the series.

Production is scheduled to start about May 10 on the first six of the half-hour films. Wm. Wrigley Jr. Co., Chicago, sponsor of the CBS *Gene Autry Show*, will also sponsor the video series on TV stations of that network starting in July.

Mr. Schaefer will act as executive producer with Lou Gray, associate producer, on the series. Films will be made simultaneously on location, with full cast and production crew, according to Mr. Schaefer. New company is entirely separate from Gene Autry Productions, which makes pictures for theatrical release.

To clarify its position, Columbia Pictures Corp. announced that it was in no way associated with Mr. Autry in production of the television series. Its policy on television remains the same and the film company is not entering the TV field in any way. Studio officials stated that Columbia Pictures was not in partnership with Mr. Autry for the production of television films, and the proposed series will not be made on its Gower St. lot.

Mr. Autry also is principal owner of KOPO Tucson and KOOL Phoenix, and recently sold his stockholding in KOWL Santa Monica, Calif., to Arthur H. Croghan, thus making the latter sole owner.

SELLING POWER

TV Moves Crosley Products

CONVINCED of TV's selling power are executives of J. N. Ceazan Co., Los Angeles distributor of Crosley refrigerators and Crosley custom home freezers, and Electra City, cooperating Hollywood dealer, who sponsor weekly *Music in the Morgan Manner* on KECA-TV Los Angeles.

Within a few hours after program went off the air on March 29, Electra City sold 22 freezers at an average price of $250 each, and nine refrigerators at an average of $300 each, according to Jimmy Fritz, vice president of Ted H. Factor Agency, Los Angeles, servicing the distributor account. Buyers said purchases were made after seeing the merchandise on TV.

As a result of that telecast, 25 prospective customers also came to Electra City to inquire about further details of both units. More than 300 phone calls were also received at the store for additional information, thus giving the firm new leads.

RICHMOND
ST. LOUIS
First station in the South to join the cable! *
Memphis
WMCT
The "FIRST" station in the South to bring television's greatest shows from New York

* from the Atlantic to the Pacific. South of St. Louis and Richmond.

On March 1st of this year, WMCT joined the Cable . . . the first television station in the South to bring top shows direct and live from New York and Chicago to the Memphis market area.

There is a tremendous television interest in Memphis today, as reflected by the more than 25,000 sets now in use.

As the only television station in Memphis, WMCT has an audience in the Nation's twentieth largest wholesale market — an audience that represents the cream of this two billion market.

For program and spot availabilities, we suggest you contact your nearest Branham office, now.

25,000 SETS IN USE NOW
According to latest available distributor's sales figures.

WMCT now programs afternoon and night, daily. Complete facilities available for both program and spot sound-on-film production, live shows and kinescopes.

WMCTelevision
WMC • WMCF • WMCT

National Representatives
The Branham Company

Owned and operated by the Commercial Appeal
CHANNEL 4 • MEMPHIS
AFFILIATED WITH NBC
Also affiliated with CBS, ABC, and Dumont

KPIX TELEVISION

SAN FRANCISCO

announces the
appointment of

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA
KANSAS CITY DALLAS SAN FRANCISCO LOS ANGELES

as its
national
advertising
representative,

EFFECTIVE APRIL 1, 1950

TO SAN FRANCISCO'S
PIONEER STATION

KPIX

GOES SAN FRANCISCO'S

Top Award for Achievement in Television

the 1949 "Emmy" of the

Academy of Television Arts and Sciences

KPIX gratefully acknowledges its indebtedness to its contemporary stations and associates for the high honor bestowed upon it... and for five additional awards in as many program classifications.

Carrying on the traditional leadership of **KSFO,** *one of San Francisco's outstanding radio stations.*

KPIX
CHANNEL FIVE
SAN FRANCISCO
CBS and Dumont Television Networks

Wesley I. Dumm, President
Philip G. Lasky, Vice-President and General Manager

REPRESENTED NATIONALLY BY THE KATZ AGENCY

XUM

Just Published

SCIENCE VIA TELEVISION

by Lynn Poole

"Every television station, advertising agency and film studio should have a copy of SCIENCE VIA TELEVISION"

Gordon A. Hellmann
Manager, Television Sales Presentations, Columbia B'casting System.

THIS BOOK

—For the how's (and the why's) of Informational Television Programs.

—For the production of top-flight educational telecasts aimed at the ever growing public which is demanding such entertainment.

IN YOUR HANDS

The Johns Hopkins Press
Baltimore 18, Maryland

Gentlemen:

Please send me

—— copies paper bound edition ($2.00)

—— copies cloth bound edition ($3.00)

of Lynn Poole's
SCIENCE VIA TELEVISION

☐ Bill Me ☐ Check Enc.

Name_____

Address_____

Coast-To-Coast Video

(Continued from Telecasting 6)

city television facilities on the proposal that these network channels be interconnected with those of Western Union Telegraph. From recent interviews with executives at the New York headquarters of ABC, CBS and NBC, Mr. Wallace summarized the following opinions as given to Long Lines Dept. officials by these users of Bell System TV network services:

1. They expressed no special interest in the proposed interconnection of Bell System channels with those of Western Union.

2. They said that this would be their position as long as they receive adequate facilities from Bell System to meet their service requirements, and such facilities compare favorably with those of Western Union from the standpoint of over-all quality of transmission, continuity of service, and cost.

W.U.'s Position

Western Union further developed its position in the interconnection case through the testimony of its executives involved in the fields of research, sales, and plant and engineering. After reaffirming the claim that Western Union is not in a position to lease its present video facilities or to proceed with its plans for expansion unless interconnection is permitted, witnesses enumerated certain features of their service including the possibility of reversing direction of transmission in a brief time and the termination of the channels on the customer's premises. They also reported favorable opinions of Western Union proposals had been voiced in talks with representatives of broadcasting organizations.

Both Bell and FCC questioning of Western Union witnesses was directed toward assessing how firmly Western Union stood behind the completion of the various tentative network plans it had previously offered.

In his testimony, Mr. Cowan gave a detailed account of such factors in network operation as planning, design features, and day-by-day operation, by describing the layout and activities of the Bell System television operating center at Philadelphia, a focal station on the network.

Mr. Cowan stated that a well planned and smooth running network should permit ready rearrangement of all sections and satisfactory coordination of both the video and audio portions of the service. He said that each part of the network must be arranged to fit into the whole service operation and that good transmission quality results from both basic characteristics of the equipment and the ability to readjust it daily. He added that precise adjustments required were more demanding as the network expanded.

TEST pattern schedule of WKY-TV Oklahoma City expanded to include 11 additional hours per week.

CBS-TV SPORTS

Buys Garden Series Rights

CBS has acquired exclusive television rights to a schedule of Saturday evening sports events at Madison Square Garden, beginning Oct. 7 for a 26-week period.

Some of the events to be telecast by CBS-TV will be the rodeo, professional and college basketball, National Horse Show and five top track meets. Boxing bouts and hockey games, however, are excluded from coverage.

The TV Impact

(Continued from Telecasting 9)

have a magnificent opportunity to help mold the juvenile mind into proper channels for good citizenship and even though the emphasis has been placed on melodramatic material, I believe that more and more responsible advertisers, retail and otherwise, will devote serious thought and effort to the problems of overcoming juvenile delinquency and setting up the type of entertainment which will not only attract and interest the rising generation but help to pipe-line the potential power of our youth into sound, constructive, educational areas.

This point must be considered in its broadest aspects, not merely for the immediate selling of children's goods but for the eventual consumer goodwill which must accrue to the good advertiser of good things for good citizenship.

This is no less true in the presentation of household merchandise, and we already have seen evidence of television's ability to show and demonstrate kitchen gadgets and other household equipment before the camera with terrific force and vitality, and with selling appeal which could not possibly be accomplished in a piece of static art work, regardless of its beauty or merit.

Effects on Cooking

We have all noted the interest in home activities (and more especially in actual cooking classes) and the effect that this continued type of program will have on the nutritional and eating-habits of the nation. New scientific devices for cooking and meal preparation are constantly being forced into the public consciousness and I believe it must be agreed that the majority of this programming is helpful and beneficial to the development and well-being of the average American family. Television provides the medium and the implementation for a great advance in the national health program, and many of our great food distributors have already found this to be true. It is a safe prediction that other new and attractive means of developing this important side of television will be constantly sought and found.

I have cited only a few possibilities, which would occur to the average mind, but the implications are infinite.

"Merchandise in Action" will be the keystone of our new advertising and merchandising philosophy, and the advertising man of the future must be well grounded in the basic knowledge of showmanship as well as in the knowledge of merchandising and selling.

On the practical side, we must also note with some satisfaction that millions and millions of our families will feel the need for improvement of their living room quarters. This has already evidenced itself in the selling of furniture, studio couches, chairs, occasional furniture, carpeting, draperies and scores of other necessary items.

Another thought which may seem to be a projection too far into the future, but by no means beyond the realm of reason: That many homes will have *more than one television set*, just as many homes have two and three and four radio receivers, besides the one in the automobile down in the garage.

This very obvious trend should be carefully noted and carefully watched so that we will be in position to assure ourselves that the demand will not run away with the supply.

Rapid Changes

We should all realize that we're not living in the same world we lived in 20 years ago, or 10, or five, and it certainly won't be the same world tomorrow. Changes in living habits and human conduct inevitably change the flow and nature of merchandise, and the retail distributor must shoulder the responsibility of making available the needed merchandise, in ample quantity, at the right time, at the right place and at the right price.

He must do this, also, with a view to intelligent, businesslike and profitable operation. We may reasonably pride ourselves upon being a little bit altruistic in helping to develop a new medium, but it is only common sense to keep a weather-eye on the eternal question: "Who is going to be willing and glad to contribute that profitable dollar?"

I sincerely believe the world in general, and retailing in particular, will benefit in the further development and expansion of television and in helping to project a public service that will mean more and more to more people everywhere.

KDYL-TV Studio

KDYL-TV Salt Lake City has announced the completion of its new studio comprising 1,800 square feet of floor space in the station's Television Playhouse. Studio makes possible the use of 10 different stage sets.

$150. FOR 1 MINUTE TV FILM COMMERCIAL

TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS

FILMACK

1331 S. Wabash Ave., Chicago 5, Ill.

Grid Telecasts

(Continued from Telecasting 3)

man of the Big Ten directors, estimated the Conference may lose $500,000 in revenue as a result of its ban. He reported that a survey by Ted Payseur of N.U. showed that video did not affect attendance last year, when all Big Ten schools except Michigan State, Iowa, Indiana and Purdue telecast games.

He added, however, that directors agreed unanimously that TV would have a deleterious effect on gate receipts this year. He referred to all college athletics, but gave special mention to football, which he termed "our family jewels" because it has to "carry all our athletic loads."

Cites Attendance Lag

Mr. Crisler, noting that attendance dropped an estimated 20% on the West Coast, asserted this was true also in the East. He pointed out that Mr. Payseur's study, though showing no adverse effect on Big Ten games, found that smaller schools "suffered." He said that football crowds at Otterbein, in Ohio, once averaged 2,500, and that this figure dropped drastically, one time to 172, after Ohio State sold telecast rights.

"We're trying to avoid killing the goose that lays the golden eggs. All our athletic departments have to be self-sustaining, and football must carry the load for all sports. If our crowds decline, we might have to cut down our athletic programs."

Because directors realize TV is "a new, complex and puzzling medium," they know also that its effect today may change, Mr. Crisler said. "Possibly the 10 members are unduly alarmed, but we feel we have a definite obligation to maintain our existing programs, which at the present time provide for more than 45,000 students at our 10 schools."

An official statement issued after the two-day session conceded that the "conference has an obligation to the public and alumni to make available via TV athletic contests, of which apparently football is the most interesting to the most people."

Action was taken against live showings only because "conclusive evidence" shows that video "has an adverse effect on attendance at football games and that telecasting of major football games will have a drastically adverse effect on attendance at small college and high school football games."

PCC to Analyze

The West Coast situation will be gone into very thoroughly prior to and at the PCC annual meeting in Vancouver, B. C., June 12, according to Commissioner Victor O. Schmidt. He refused to say or predict what stand PCC would take. Athletic officials of member schools either oppose strongly or are lukewarm toward continuing telecasting.

Wilbur Johns, UCLA director of athletics and chairman of the PCC television committee, believes it a question for each school to decide. He reminded that the TV committee has already held one meeting on the subject without coming to a definite conclusion and said that another is scheduled for just prior to the Vancouver conference. Material gathered by the Big Ten, and several other surveys, including one currently being made by the Los Angeles Chamber of Commerce, will be utilized by the TV committee in helping to make final decisions, he revealed.

Football's Support

"We want and need spectators at our football games," Mr. Johns said. "Under the present TV setup, we aren't getting them. While we would like to see the television program worked out to everybody's satisfaction, it must be remembered that football supports our entire athletic program. We can't afford to jeopardize it."

It was pointed out that gate receipts at UCLA and USC games fell off markedly last year and the $77,000 reportedly received from ABC for TV rights was far less than revenue lost in ticket sales.

Al Masters, athletic director of Stanford U. at Palo Alto, Calif. let it be known that his college would oppose continued telecasting of its games. He declared that television kills gate receipts unless the game is a sellout.

Brutus Hamilton, U. of California athletic director, has no firm opinion about advisability of allowing telecasting of UC games. He expressed belief that there has been no real test of the effects of TV on gate receipts at his college. He pointed out that when two UC games were telecast last year there were only an estimated 12,000 receivers in the San Francisco bay area.

Besides Mr. Johns and Mr. Masters, on the TV committee are Harvey Cassill of Washington.

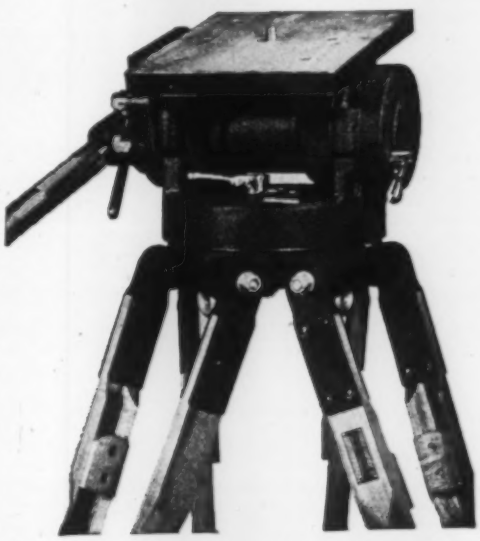
Why Hair Turns Gray

CLIFTON UTLEY inadvertently has shown on TV why agency men grow harried in a hurry. Mr. Utley, who presents the news graphically nightly from 10:15 to 10:30 on WNBQ Chicago, was commenting on the Federal Trade Commission complaint against cigarette advertising [BROADCASTING, April 10]. At the close of the show, he picked up cigarette packages from a desk. Displaying Lucky Strikes, Camels and Pall Malls, he pointed out the "no throat scratch" advertising which FTC criticized. After a brief station identification, a film commercial popped up showing an enthusiastic smoker puffing away on a Pall Mall. Ad pointed up the non-scratch features

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD

(Pat. Pending)



This tripod was engineered and designed expressly to meet all video camera requirements.

Previous concepts of gyro and friction type design have been discarded to achieve absolute balance, effortless operation, super-smooth tilt and pan action, dependability, ruggedness and efficiency.

Below:

3 wheel portable dolly with balanced TV Tripod mounted.

Complete 360° pan without ragged or jerky movement is accomplished with effortless control. It is impossible to get anything but perfectly smooth pan and tilt action with the "BALANCED" TV Tripod.

Quick-release pan handle adjustment locks into position desired by operator with no "play" between pan handle and tripod head. Tripod head mechanism is rustproof, completely enclosed, never requires adjustments, cleaning or lubrication. Built-in spirit level. Telescoping extension pan handle.

Write for further particulars

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

TV Must Sell

(Continued from Telecasting 3)

toward "nothing but entertainment" already is "beginning to pall."

"It is high time we gave some serious thought to the development of other kinds of programs, not mere entertainment, although educational programs can be entertaining, too," he declared.

Mentioning recent critical comments on surveys showing that school work suffers from television viewing, Mr. Tait observed that "this is not a broad sociological problem, but a parental problem."

One of the largest turnouts of the convention was on hand for the Television Session Wednesday morning, which opened with a closed circuit showing of the *Garroway At Large* program, originated at WNBQ Chicago, and an on-stage performance by "Kukla" and "Ollie" of *Kukla, Fran and Ollie*. Dave Garroway presided over the sessions.

Appearing as a late addition to the program, Motion Picture Producer Hal Roach speculated that motion picture producers in general will offer little aid to television "for some time to come." But, he said, special movies for television can be had "at prices advertisers can afford to pay," and "they can to be made now."

Mr. Roach urged telecasters to develop local talent, use imagination in building local shows, and profit from the early experiences of the motion-picture industry. He specifically cautioned TV stations to "keep it clean" in their programming, warning that censorship could be rigorous.

Burr Tillstrom, creator of *Kukla, Fran and Ollie* outlined his staff's approach to the problem of "a show a day." He said that "in a sense I almost wish network service had held off a little longer," pointing out that thus there would have been greater opportunity for the development of individualized programming.

Eugene Thomas, manager of WOIC(TV) Washington and an NAB director-at-large for television, reviewed the television services being offered by NAB, including reports, analyses, sales aids and a forthcoming part of a BAB handbook on television advertising.

Mr. Thomas urged his listeners to give NAB the benefit of their views on television and to call upon the association for help with their problems.

Speaking as a local TV station operator on a panel on "The Show's The Thing," Robert D. Swezey, general manager of WDSU New Orleans and also an NAB TV director-at-large, stressed "the essential importance of doing a sound and fairly extensive live local programming job."

"Local live programs designed specifically to meet the particular needs and interests of the community are musts, in any TV operation worthy of the name," he declared.

He felt that talent and material for good local programming can be found in any present TV market and in "almost any community in the U. S." Local programming, he asserted, should be done with "elbow grease and imagination."

Local Clients

Mr. Swezey told his listeners that "local advertisers will support good local programs," pointing out that in a year WDSU-TV has sold "some 40 different local program formats covering a wide range of subject matter" in addition to building some 30 other formats, some of which are potential commercial material.

He cautioned TV station operators that they "must resist the natural inclination to restrict their thinking and their efforts to this month's profit-and-loss statement." Though TV fare heretofore has emphasized entertainment and amusement, he said, "it will be no time at all before increasing demands will be made upon the new industry to bring to its audience constructive programming."

The importance of good taste and constructive programming also was stressed by Jack Mabley, radio and television editor of *The Chicago Daily News*. Television, he said, is a "tremendous" influence which should "do something to save the minds and the morals" of the nation.

He advised telecasters to approach their program questions by considering TV's influence and asking themselves—"would you like your child to grow up like Milton Berle?"

Network Standpoint

Approaching the program question from the standpoint of a network producer, NBC Producer Ernest Walling characterized television as "a cooperative form of expression." Production, he said, requires advance planning and "split-second teamwork."

Mr. Walling reviewed the steps taken by NBC in production of the *Lights Out* drama series, pointing out that in one week the staff has seven shows in various stages of production. Camera rehearsal, he said, generally consumes eight to 10 hours for each half hour *Lights Out* broadcast.

CBS CONTRACT

Buys GTE Film Series

CBS in contracts signed last week with Gordon Levoy, head of General Television Enterprises, Los Angeles, purchased exclusive United States rights to telecast GTE's 52 quarter-hour *Strange Adventure* film series. Network paid $225,000 in cash for rights.

After CBS has earned back this sum from telecasting series, both parties will share future revenue from it. Contract covers four year period with 10 year options following. GTE anticipates films will gross $600,000 for first two years; $400,000 for next two; and minimum of $100,000 a year for next 10 years. Contract carries provision that if GTE fails to make $50,000 per year on deal, they may cancel out.

Series was originally made by GTE for Procter & Gamble last year, running as *Fireside Theatre* on 24 NBC-TV stations. Since then GTE has sold series on city to city basis for both first and second runs. It is currently on 29 TV stations throughout the country. With this new deal Mr. Levoy, who originally put out approximately $200,000 for producing the series, has recovered his total production cost within a year.

NABET SLOWDOWN

Montgomery Show Cancelled

A SLOWDOWN by NABET technicians arising from a dispute over who should take orders from whom in a television production April 10 forced the cancellation of the Robert Montgomery dramatic show for American Tobacco Co. on NBC-TV.

The dispute was resolved late the same day, but only after cancellation of the program. Basic cause of the incident was an unsettled question of procedure in which NABET technicians had insisted on following orders issued by the technical director on the show, also a NABET member, it was reported.

LANDSBERG NAMED

Is Paramount TV V. P.

KLAUS LANDSBERG, West Coast director of Paramount Television Productions and general manager of KTLA (TV) Hollywood, has been named vice president of Paramount Television Productions, Paul Raibourn, president, announced last week.

Mr. Landsberg

Mr. Landsberg has been active in radio since 1926 and has been in television since 1935, having started in Europe. In this country he has been associated with Farnsworth Television in Philadelphia, NBC television in New York, and DuMont, also New York.

Since 1941 Mr. Landsberg has served as managing director of Paramount Television on the West Coast, first putting KTLA (TV), then known as W6XYZ, on the air in September 1942. In 1944, the Television Broadcasters Assn. award went to Mr. Landsberg, for adaption of motion picture technique to television. Among his other awards have been the 1945 American Television Society citation for "continued excellence in television production" and the 1946 Television Broadcasters Assn. award for public service.

Fox Takes Baseball

PETER FOX BREWING Co., Chicago, for Fox De Luxe beer, is sponsoring 58 daytime home games of the Chicago White Sox (American League) baseball team on WGN-TV Chicago through Schwimmer & Scott, same city. WGN-TV, which started telecasting Sox games April 18 for the third year on an exclusive basis, also is handling the 77 home-game schedule of the Chicago Cubs in the National League. Jack Brickhouse handles commentary on both.

3 x T, D & C = 10,837 requests for

Yes, the loyalty and enthusiasm of Kenny's Young Fans is amazing and delightful, especially to sponsors participating in his daily program — 4:45 to 5:15 PM, Monday thru Friday on WLW-Television.

Kenny offered these Free Buttons just three times on his "TV Ranger" show, and 10,837 requests came in— 15,000 buttons are going out and more are on order.

Any product for small fry (or their parents) could benefit sales-wise on this action producing program on —

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

Crosley Broadcasting Corporation

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Profits Depend on
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Film Report

HARRY LEHMAN for **Cine-Tel**, Los Angeles, producing series of three 7½-minute semi-animation TV films, *Pete the Pooch*. **Milt Gross** is associate producer on series. . . . **John A. Norling** and **Wil Marcus** elected president and vice president, respectively, of **Loucks & Norling Studios Inc.**, New York, picture production firm. Mr. Marcus formerly was advertising manager of Polaroid Corp., Cambridge, Mass. He will replace Mr. Loucks, who remains with the firm as consultant.

Series of 26 open-end one-minute TV films, titled *MiniTrix*, scheduled on WTVJ(TV) Miami for **Florida Power & Light Co.** Agency: **Bevis & Tyler Inc. Gerald A. Bartell Assoc.**, Empire Bldg., Milwaukee, are film distributors. Agency negotiated for use of film for one year period. Spots are in two sequences, first showing magician performing baffling dinner-table trick; second sequence puts camera behind trick revealing how it is done.

* * *

Sarra Inc., Chicago, has released series of eight 20-second and one-minute spots for **Toastmaster Products Div.**, McGraw Electric Co., showing new Toastmaster Hospitality Set and Toastmaster Toaster. Agency: **Erwin, Wasey Co.** Same firm recently produced two one-minute spots for **Swift & Co.**, through **J. Walter Thompson.** Spots feature comedian Billy Gilbert as "sausage taste tester."

Caston Productions, Los Angeles, has completed eight one-minute TV film commercials for **Payne Furnace Co.**, Monrovia, Calif. Agency: **Hixson & Jorgensen Inc.**, Los Angeles. Same firm producing spots for **Windmaster**, Los Angeles (plexiglass for cars), through **Ad Engineers**, that city.

One-minute commercial for **Diamond T Truck Co.** produced by **Atlas Film Corp.**, Oak Park, Ill. Business placed through **Roche, Williams & Cleary.** Other TV business—six one-minute spots for **Edelweiss** beer through **Olian Advertising**; four one-minute spots for **Stopette** deodorant through **Earle Ludgin** agency; three 20-second commercials for **Webster-Chicago**, showing new three-speed phonograph, **Fuller, Smith & Ross**, agency.

NEW RCA TUNER
'Printed-Circuit' Developed

DEVELOPMENT of the television industry's first "printed-circuit" tuner, designed for home-receivers, has been announced by the RCA Tube Department.

RCA said the tuner provides greatly improved performance, including superior reception in fringe areas as well as in receivers operated with built-in antennas. As a departure from conventional wound-coil units, the tuner utilizes a photo-etch process to reproduce the critical circuits, it was explained.

The process, RCA pointed out, eliminates the complicated method of mechanically winding coils, and at the same time produces precision circuits of superior performance. The new tuner, already subjected to extensive field tests, is now available to manufacturers of TV receivers and will be available for replacement purposes through RCA parts distributors, RCA said.

TV INSTRUCTION
Stephens College Pioneers

PIONEER TV instructional program is slated for inauguration in September at Stephens College in Columbia, Mo. It will be supported by a two-camera chain and other necessary equipment for class instruction on all phases of practical telecasting, the college has announced.

The project will be directed by Dr. Hale Aarnes, chairman of the Radio Education Dept., who earlier this year made an extensive study of video and recommended the training program to President Homer T. Rainey. Plans call for a closed circuit system on the central campus with studio-classes located in an auditorium where 64 x 38 ft. stage area is available. Facilities will include adjoining announcers booth, control room, film projection room and other work space. Kinescope recordings will be made. Students will be able to view programs during the presentation.

WPTZ(TV) Buys Films

WPTZ(TV) Philadelphia has announced the purchase of over 200 feature films from Associated Artists Productions. The movies purchased are largely Monogram and Eagle-Lion productions made between 1938 and 1946. They were contracted to insure an uninterrupted film flow for WPTZ's *Hollywood Playhouse*, seen Monday through Friday from 2-3 p.m. Program went on the air March 20 and since then has been 55% sold after having been offered to advertising agencies for only three weeks, Rolland V. Tooke, assistant general manager, said.

PROGRAMS of KTTV (TV) Hollywood are listed in *Fresno* (Calif.) *Bee*. Fresno is approximately 233 miles north of Los Angeles.

TV FILM & PRODUCTION SERVICES

ALEXANDER FILM CO.
5000 Top Quality Commercials
FOR 50 LINES OF BUSINESS
A Low-Cost Rental Service
WRITE
COLORADO SPRINGS

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EXTENSIVE LIBRARY OF
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Save Time! Low Cost — Save Money! High Powered
FILM COMMERCIALS
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Voltage Output	3v across 37.5 ohms	2.5v across 37.5 ohms	3v across 75 ohms
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Complete Sync Stripping	Yes	No	No
Clean Output Signal	Yes	No	No
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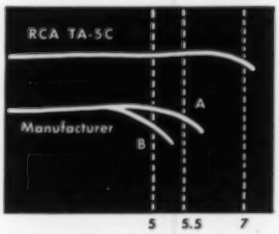

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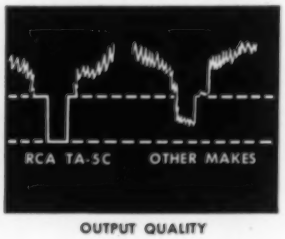

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SCRIPT CONTEST

AER Lists 403 Final Entries

FINAL entries totaling 403 have been received for judging in the spring 1950 annual radio script contest of the Assn. for Education by Radio, it was announced last week. The final entries were selected from more than 1,000 original scripts by students from colleges in 26 states, officials said. Winners, who will be announced in May, will receive cash prizes.

Sponsors of the contest, who have contributed toward expenses and who have supplied awards for the winners, are: Audio Devices Inc., Protestant Radio Commission, School Broadcast Conference, Webster Electric Co., World Book Encyclopedia, WJD Chicago, and Freed-Eisemann Radio Corp. The 1950 spring contest has been under the direction of Sherman P. Lawton, U. of Oklahoma, who also supervised the contest for the Assn. for Education by Radio in the two previous years.

SCBA Home Survey

TWENTY per cent increase of radio homes in Los Angeles County and 18% in 11 Southern California counties has been shown since the war, according to recent estimates of Southern California Broadcasters Assn. Percentages are based on BMB 1949 percentages and 1950 statistics of Regional Planning Commission on number of occupied dwelling units. Number of county radio homes is 1,320,060 or 98.7% of total. Figure for Southern California is 1,799,266 or 98.4% of total. Total estimated sets in Los Angeles County, including extra radios in homes, auto sets, portables, and receivers in offices, is 3,292,873. These figures are based on BMB percentages and recent Pulse car-listening survey.

ELEVEN hours and 45-minutes of material were tape recorded by WRAL Raleigh, N. C., at five-day trial of Raymond D. Hair, charged with first degree murder. Station received permission to broadcast trial and used concealed microphones throughout. Most broadcast of trial records were made in late evening hours, station reports, with some excerpts aired on regular newscasts. Jury's verdict was heard by WRAL audience 17 minutes after it was returned.

Daily 'Teleheadlines'

EFFECTIVE combining of television and journalism seen in *Teleheadlines* show aired by WOI-TV Iowa State College, Ames, five nights weekly. Headlines and datelines of copy used in news show are typed on strip of paper which feeds through Balopticon. One voice reads datelines and head; second voice reads news items. Sound effects are provided by recording of teletype machine coming up and fading between each item. Once weekly, *Teleheadlines* is followed by picture review of campus events and personalities.

Tornado Warnings

SYSTEM of warning listeners of approaching tornadoes set up by WKY Oklahoma City in cooperation with U. S. Weather Bureau. Direct telephone circuit to weather bureau at city's municipal airport from WKY control room in downtown section has been set up. System of warning bells can be utilized to put weather bureau forecaster on the air in matter of seconds, in case of emergency.

Band Talent Search

QUEST for talented young musicians for *Band of Tomorrow* will be launched via television on KTTV (TV) Hollywood late this month or early in May by Freddie Martin, orchestra leader. Competition open to non-professional musicians and soloists who possess not only musical ability but versatility. Auditions now being conducted at schools and colleges in Los Angeles area by Martin talent scouts. Those selected will compete for seats on the *Band of Tomorrow* program which will run for 13 weeks on KTTV. Selected *Band* at end of that time would continue playing in area, with Mr. Martin then going to other areas of country to select other orchestral groups for final competition for national *Band of Tomorrow* to be telecast from as yet undetermined city and station. Mr. Martin is now making arrangements for other TV stations to engage in program. Future plans also include possibility of kinescoping KTTV program to be run as trailer in other areas so as to spread interest in venture.

Historic Dedication

REBUILT and restored McLean House at Old Appomattox Courthouse was dedicated amid great fanfare April 16. Highlight of event was presence of Gen. Ulysses S. Grant III and Robert E. Lee IV in reenactment of Civil War surrender. Event was carried by WWOD and WLVA Lynchburg, WRNL Richmond, WTON Staunton, WHLF South Boston, WSVS Crewe and WFLO Farmville, Va.

Double Deal

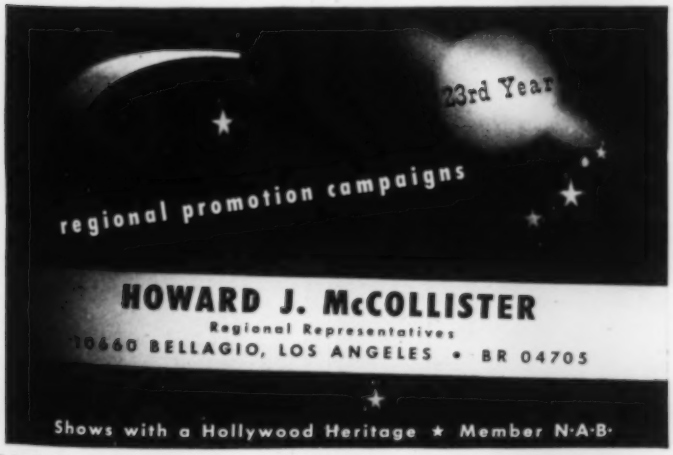
"ECHO CHAMBER" effect being used by Fred Haseltine, m.c., of *The Alarm Clock Club* on WRNL Richmond, Va., with great effectiveness, station reports. Two copies of same record are played not quite simultaneously, giving tune hollow, echo-like effect. Slow ballads are best adapted to this new twist for disc show, Mr. Haseltine reports.

Sponsor Tie-In

NEW show on WBAL-TV Baltimore has both audience participation appeal and sponsor tie-in. Weekly program, *Prosperity Parade*, is sponsored by Eddie's Super Markets, food chain in Baltimore area. Questions in Quiz format are connected with food. Show is set against back-ground of super market stage settings. M. C. Jay Grayson is attired in garb of salesman, and winners collect their prizes in basket pushcarts. Prizes are food products. Highlight of show is "Mystery Pantry." Cupboard stacked with brand name food products is shown on screen for few seconds. First 18 home-viewers writing in on blanks obtained at Eddie's stores identifying products, receive food baskets. Idea is copyrighted by George Roman of Roman Advertising Agency, Baltimore.

Two In One

LISTENERS to WLIZ Bridgeport, Conn., will receive both music and late baseball developments during coming baseball season, station reports. Station is carrying no direct broadcasts or re-creations, but will build its usual musical format around "baseball scoreboard." Scoreboard will take the air at 1:45 p.m. and continue until 5:30. When news of scores, pitcher changes or home runs are received via Western Union ticker at WLIZ, they will be flashed on air without interrupting music.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April 11 Applications (cont'd.) . . .

WBCA (FM) Schenectady, N. Y.—Mod. CP authorizing changes to change ERP to 1.56 kw, ant. to 850 ft., change studio site.

WJPB (FM) Fairmont, W. Va.—Mod. CP change ERP to 4.77 kw.

License for CP

KXOA-FM Sacramento, Calif.—License to cover CP reinstate new FM station.

Exp. TV Relay

Leonard A. Versluis, Near Porter, Ind.—CP new exp. TV relay on Group C bands with 10 w vis. and F-5 emission for use with intercity relay of WLAV-TV Grand Rapids, Mich.

April 12 Decisions . . .

ACTIONS ON MOTIONS

By Examiner H. B. Hutchison

WKAP Allentown Pa. and WSCR Scranton, Pa.—Granted joint petition in part; Ordered record in proceeding Dockets 9132 and 9133, reopened for further hearing, at date to be determined, for purpose of affording petitioners opportunity to present evidence proffered with said petition, but subject to condition that said petitioners will also present additional engineering studies, based upon measurements taken in accordance with Commission's Standards of Good Engineering Practice, showing estimated daytime and nighttime coverage of WKAP and WSCR, operating as proposed herein, and also for purpose of affording Commission's counsel full opportunity to cross-examine engineering witnesses for petitioners on such evidence and to present independent evidence on behalf of Commission under any or all of engineering issues involved in this hearing.

Saratoga Bcstg. Co. and Spa Bcstrs. Inc., Saratoga Springs, N. Y.—Granted petition requesting Commission accept their late appearance in proceeding re application Docket 9575, and that of Spa Bcstrs. Inc.

April 12 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WMBD Peoria, Ill.—Mod. CP AM station to increase power, install DA-DN etc. for extension of completion date.

WGTR Paxton, Mass.—Mod. CP to make changes in FM station for extension of completion date.

WBT-FM Charlotte, N. C.—Mod. CP new FM station for extension of completion date.

License for CP

License for CP new FM station: KDTH-FM Dubuque, Ia.; WNOW-FM York, Pa.

License Renewal

WAJR Morgantown, W. Va.—Request for license renewal FM station.

Modification of CP

KLAC-TV Los Angeles—Mod. CP new commercial TV station for extension of completion date.

April 13 Decisions . . .

BY COMMISSION EN BANC

Hearing Designated

KSET El Paso, Tex.—Designated for consolidated hearing at El Paso on May 17 applications for renewal of license and consent to assignment of license to Rio Grande Bcstg. Co.; dismissed application KELP presently operating at El Paso on 920 kc, 1 kw, D, to operate on 1340 kc, 250 w unl. and two related petitions.

Action Vacated

KWRZ Flagstaff Bcstg. Co., Flagstaff, Ariz.—By order Commission vacated action of Dec. 8, 1949 in declaring license of KWRZ forfeited, and designated KWRZ's application for renewal for hearing in a consolidated proceeding with application of The Flagstaff Bcstg. Co., for new station for same facilities (1340 kc, 250 w unl.), hearing to be held in Washington on date to be determined.

Hearing Designated

Jennings Bcstg. Co. Inc., Jennings, La.—Designated for hearing in Washington on July 12, application for new station on 1290 kc 500 w.

WISE Asheville, N. C.—Designated for hearing in Washington on July 14 application to change from 1230 kc to 680 kc, increase power from 250 w to 1 kw, to use different DA patterns day and night and change trans. location of WISE; made WCYB Bristol, Va. party to proceeding.

Hearing Designated

WABW Lawrence, Mass.—Designated for hearing application to change trans. and studio location from Lawrence to Lowell, Mass., and make changes in ant. system: hearing to be held July 19 in Washington.

KUNO Corpus Christi, Tex.—Designated for hearing in Washington June 5 in consolidated proceeding with application of Henry Lee Taylor, et al, application of KUNO to change from 100 w unl. time to 250 w unl. on 1400 kc.

KRMG Tulsa, Okla.—Designated for hearing in Washington July 21 application to install new trans., increase nighttime power from 10 to 25 kw and make changes in nighttime radiation pattern of KRMG; made KACE Dallas party to proceeding.

KSOK Arkansas City, Kan.—Designated for hearing in Washington on July 24 application to change power and hours of operation from 1 kw D to 100 w-N, 1 kw-D unl.

WSGW Saginaw, Mich.—Designated for hearing in Washington on July 26 application to change type of trans. and make changes in electrical height of ant. by top loading and to specify studio location of WSGW; made WTAR Norfolk, Va. and WBBM Chicago, parties to proceeding.

Extension Granted

KMPC Los Angeles—Granted 6 mos. extension of completion date for mod. CP.

Petition Granted

WHOM Jersey City, N. J.—Granted petition to accept for filing application for mod. of license to change location of main Studio from Jersey City to New York City.

Extension Denied

KRKO Everett, Wash.—Denied extension of completion date for CP to change facilities from 1400 kc, 250 w to 1380 kc, 1 kw unl. DA-N for unspecified time: advised applicant that if hearing is desired request therefor should be made within 20 days.

Action Set Aside

WOPT Scriba, N. Y.—Set aside action of Feb. 15 denying extension of time for CP and granted extension of completion date to June 2; dismissed as moot request of WOPT for hearing.

Modification of License

WMCA New York—Granted mod. of license to eliminate use of remote reading field intensity receiver.

Hearing Designated

WAMS Wilmington, Del., and WAWZ Zarephath, N. J.—Designated for hearing on July 28 at Washington, applications of WAMS for mod. license to specify unl. operation and of WAWZ for CP to change power from 1 kw-N, 5 kw-D DA-2, to 5 kw unl., DA-2.

Petition Denied

Orville L. Jenkins, Quanah, Tex.—Denied petition to reconsider and grant without hearing application for new station on 1150 kc, 250 w D; amended order of hearing to delete Issues 1, 3 and 7; hearing to be held July 31.

Request Denied

WSIV Pekin, Ill.—Denied request for SSA on 1150 kc, 100 w N, in addition to its presently licensed daytime facilities of 1140 kc, 1 kw.

Extension Granted

WLAQ Rome, Ga.—Granted extension of 30 days from April 14 to operate on 670 kc with power reduced to 250 w pending operation at new location.

Hearing Designated

Chesapeake Bcstg. Co. Inc., Bradbury Heights, Md.—Designated for hearing on July 27 at Washington, application for new station on 1540 kc, 1 kw D.

Renewal Granted

KGEM Boise, Ida.—Granted renewal of license for regular period.

Resumption of Hearing

Hearing examiner J. Fred Johnson on April 12 ordered date for resumption of hearings re applications of KMPC Los Angeles, WJR Detroit and WGAR Cleveland be advanced from Sept. 6 to May 15 at Los Angeles.

WEPG-FM Atlantic City, N. J.—Dismissed request to change frequency from Ch. 253 to 293 on grounds that latter is not available for assignment to Atlantic City under Tentative Allocation Plan for Class B FM stations, and applicant does not allege sufficient reasons for instituting rule-making proceedings to change allocation plan.

WPTF Raleigh, N. C.—Amended Allocation Plan for Class B FM stations to substitute Ch. 234 for 233 at Raleigh, and granted application of WPTF to shift from Ch. 233 (94.5 mc) to Ch. 234 (94.7 mc).

WGAR Cleveland, Ohio—Denied request for STA to operate Class B FM station for which it does not presently hold CP; is proposed grantee in part, in docket, on which decision awaits outcome of proceedings in G. A. Richards cases.

WILA Woodstock, Ill.—Granted request to remain silent for period of 90 days in order to effect reorganization.

WTFN Tulin, Ohio—Granted request to remain silent for period of 30 days in order to effect reorganization.

Following granted CP's covering changes in presently authorized facilities as indicated:

WCNT-FM Centralia, Ill. — Change power from 67 kw to 2.45 kw, and ant. from 450 ft. to 200 ft.

KVLC-FM Little Rock, Ark.—Change from Class B to Class A station; Ch. 231 (94.1 mc) to Ch. 240 (95.9 mc); power from 9 kw to 390 w; ant. from 240 ft. to 120 ft.

WJMC-FM Rice Lake, Wis.—Change power from 4.4 kw to 7.4 kw.

KGDM-FM Stockton, Calif.—Change power from 39 kw to 1.4 kw; ant. from 310 ft. to 300 ft.

WNAE-FM Warren, Pa. — Change power from 350 w to 550 w; ant. from minus 100 ft. to minus 140 feet conditions.

WHO-FM Des Moines, Ia.—Change power from 410 kw to 400 kw; ant. from 800 ft. to 690 ft.

WBCC-FM Bethesda, Md. — Change frequency from Ch. 276 (103.1 mc) to Ch. 292 (106.3 mc) condition.

National Mobile Radio System—By order granted leave to file comments and participate in television proceedings now pending before Commission in Dockets 8736 et al. and accepted said petition for filing as comments of petitioner with respect to issue 5 in Docket 8976 (utilization of frequencies in the band 470 to 890 mc for TV).

ACTIONS OF THE FCC

APRIL 11 to APRIL 18

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

April 13 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

Mendocino Bcstg. Co., Ukiah, Calif.—CP new AM station on 1340 kc, 250 w unl. AMENDED to change name of applicant from Lloyd Bittenbender, F. Walter Sandelin, Edgar W. Dutton, Guido Benassini and T. R. Aramante, partnership d/b as Mendocino Bcstg. Co., to partnership of same name and same partners with exception of T. R. Aramante.

AM—980 kc

KSGM Ste. Genevieve, Mo.—CP to change from 1450 kc 250 w unl. to 980 kc 1 kw-D 500 w-N DA-2 AMENDED to request 980 kc 500 w unl. DA-1.

AM—1460 kc

Brazoria County Bcstg. Co., Freeport, Tex.—CP new AM station on 1460 kc 250 w D. AMENDED to change name from W. David Evans, Richard J. Higgins, A. T. Deere, John S. Hain, George D. Reeves, Ross K. Prescott and H. J. Griffith, partnership d/b as Brazoria County Bcstg. Co., to new partnership of same name and partners with exception of Mr. Prescott and Mr. Griffith.

Modification of CP

WLIL Lenoir City, Tenn.—Mod. CP AM station to change from 730 kc 500 w D to 1490 kc 250 w unl.

WAAF Chicago, Ill.—Mod. CP AM station to change hours of operation, power, install DA-DN for extension of completion date.

Mod. CP new FM station for extension of completion date: KGAR-FM Garden City, Kan.; WSFL-FM Springfield, Mass.

License for CP

KMFM Monroe, La.—License for CP new FM station.

TENDERED FOR FILING

AM—1240 kc

KVAS Astoria, Ore.—Mod. CP new AM station to change from 1050 kc to 1240 kc and change hours of operation from daytime to unlimited.

AM—1300 kc

WGKV Charleston, W. Va.—CP AM station to change from 1490 kc to 250 w unl. to 1300 kc 1 kw unl. DA-1.

(Continued on page 91)

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New York City
Dear Al:

Ever since these WCHS fellers got back frum Cincy an' thet Post Cereal conference all we bin hearin' is Midwestern Hayride! No kiddin', Al, folks 'round here is goin' crazy permotin' thet show, an' I betcha when th' chips is all down, Charleston an' th' rest uv southern West Virginny will really be on th' Post map. Yessir, I heered 'em arrangin' thin's with school kids, plannin' ads an' permoshunal spots, an' talkin' ter th' boys whats contactin' th' grocery stores! Add all thet ter th' 5000 watts coverage with 580 on th' dial, an' yuh really got a advertisin' campaign! Jest heerd a big store manager talkin' terday, an' he wuz asayin' thet jest as soon as a company begins ter advertise on WCHS, th' merchandise really starts ter move! Jest tho't yer'd like ter know, Al! Thet's th' kinda thin's folks like you likes ter keep in mind!

Yrs.
Algy

WCHS
Charleston, W. Va.

Your Own
CALL LETTERS

Individually hand-lettered in gold on luxurious maroon satin

TIES

HAND **MADE**

$2.50
Post Paid
No C.O.D.

Write for special prices on orders of one dozen or more

Allow 2 weeks for delivery
Add 3% sales tax for Michigan residents.

Gifts by Guildcraft
1040 W. Fort
Detroit 26, Michigan

ALL-AMERICAN RETAIL ROUNDUP

Sattler's of Buffalo Plans All-Out Drive

SATTLER'S Inc., Buffalo, N. Y., dry goods store which last year won the National Retail Dry Goods Assn.'s Award of Merit for the best coordinated retail promotion of the year, has come up with a 1950 promotion predicted by the firm to top anything it has done previously.

It's called Sattler's All-American Retail Roundup, planned for a two-week period in May. The roundup is designed to follow the Sattler custom of sharing the impact of its promotional effort with a public service cause. Devoted to the country-wide promotion will be radio and television time, newspaper advertisements, window and interior displays and the store's public address system.

The hundreds of radio spots planned will feature congratulatory messages from governors and state and civic leaders. Sattler's also has arranged special radio and video programs during which celebrities and public figures will be interviewed. During the entire nine days of the All-America Roundup, the firm will keep up a continuous barrage of promotional advertising in all three Buffalo daily papers.

In addition, the story will be told by 24-sheet billboards and each of Sattler's 25 show windows will carry a state theme behind featured merchandise. Maps of the United States, picturing the products of different sections, will be shown in the interior store displays together with regional exhibits and travel posters depicting famous American resorts and natural beauties.

Sattler's has reported that governors and state and civic leaders throughout the country have pledged their support and many states are planning to send exhibits and personnel.

Last year's promotion for May was the Bargain Air-Lift which won for Sattler's the NRDGA Award of Merit. This event drew the support of six major air lines, Army and Navy Air Forces, the Royal Canadian Air Force, New York State Dept. of Commerce, city officials and air-minded organizations.

This promotion, Sattler's stated, resulted in not only the biggest air show ever seen by Buffalo, but a 23% increase in sales for the store.

Commenting on this year's promotion, Robert Cornelius, vice president of Sattler's, said: ". . . the commodity which will co-star with Sattler's famous bargains is far greater than transportation. It is the United States of America itself—a reassuring chunk of substance in today's shaky world of hydrogen bombs and flying saucers."

DENVER U. CLINIC

5 Summer Workshops Set

FIVE special radio workshops and clinics will occupy the faculty of the U. of Denver department of radio management this summer, it was announced at the school last week. From June 21 to July 22, workshops will be conducted in the fields of TV, radio arts and radio education, and from July 24 to Aug. 23, the annual professional radio clinic will consider commercial broadcasting.

In addition, groups of high school pupils from all parts of the country will take part in the high school radio clinic in the studios and on the sound stages at Denver U. Faculty for the workshops and clinics will include Albert N. Williams, former network producer and radio editor for the *Saturday Review of Literature;* Miss Betty Girling, director of Minnesota U.'s School of the Air; Noel Jordan, former director of mobile services for NBC television.

CANADA RATINGS

American Programs Lead

AMERICAN network programs led in the national Canadian ratings for March issued by Elliott-Haynes Ltd., Toronto. Of 40 evening network programs, first 10 were: *Charlie McCarthy* with 35.1, *Radio Theatre* 33.5, *Fibber McGee & Molly* 33.1, *Amos 'n' Andy* 32, *Our Miss Brooks* 29.2, *Bob Hope* 26.1, *Twenty Questions* 25.8, *My Friend Irma* 25.2, *Aldrich Family* 22.6, and *Mystery Theatre* 21.3.

Daytime programs were led by *Big Sister* 17, *Road of Life* 15.1, *Happy Gang* (Canadian program) 15, *Ma Perkins* 14.4, and *Pepper Young's Family* 14.2. French-language programs, all of Canadian origination, were led evenings by *Un Homme et Son Peche* 40, *Radio Carabin* 35.2, *Metropole* 31.1, *Raillement du Rire* 28.3, and *Ceux qu'on Aime* 26.4. Daytime programs were led by *Jeunesse Doree* 28.9, *Rue Principale* 28.9, *Maman Jeanne* 23.5, *Grande Soeur* 23.3, and *Tante Lucie* 23.1.

WBUD SPONSORSHIP

School Board Approves

PERMISSION for WBUD Trenton, N. J., to broadcast commercially sponsored sporting events from the Trenton public schools has been granted by the Trenton board of education, according to officials of WBUD.

This action, it was stated, reversed the board of education's previous decision that commercially sponsored programs should not be permitted to originate in the schools. In making the request, WBUD reported, it took the initiative for all the radio stations in the Trenton area. Dr. Paul Loser, superintendent of schools, was asked to contact other boards of education and WBUD contacted other radio stations. At the April meeting, Dr. Loser made his report regarding other school boards all of which were favorable, WBUD stated.

Radio at Sea

PASSENGERS on new luxury liners of two U. S. lines now will be able to plug portable radios into built-in antenna outlets and obtain clear AM and shortwave radio reception for the first time in cabins and staterooms at sea, RCA has announced. The two ship lines are American President Lines and the American Export Lines. To by-pass signal-shielding effects of steel hulls and bulkheads, new marine RCA antenaplex system will be installed, feeding more than 200 individual outlets from a single whip antenna mounted above-decks.

FCC Rules Change

AMENDMENT to Sec. 1.854 of FCC's rules has been announced by the Commission to specify procedure for correcting transcripts of oral arguments. No such rule existed before. The new rule allows 10 days after transcript filing for the entering of motions for correction and an additional five days for any reply.

prospectin'?

Prospectin' for sales? Montana's got 'em. Wealth from copper, dairy cows, lumbering, farming, hydro-electric power, sugar beets, meat packing. Seven major industries in all add up to better than $100 million in retail sales (1948). Pan for wealth if you like. But for sales in a hurry, use the Mosby stations.

The Art Mosby Stations
CBS **KGVO · KANA**
5 KW DAY—1 KW NITE MISSOULA
ANACONDA BUTTE 250 KW
Know **MONTANA** ★
★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

ASSN.'S VIGILANCE
Aids Radio's Pocketbook

VIGILANT eye of the Washington State Assn. of Broadcasters has paid off to a total of $2,000 annual saving in industrial insurance fees for the industry, according to the WSAB.

After receiving word from the Dept. of Labor and Industries that the industry would pay a 2¢ base rate during 1950 instead of the 1 2/10¢ base rate paid last year, R. O. Dunning, association's president, and other officers asked the agency to restudy radio's experience in the past nine years.

When the study was completed, the agency found that radio not only deserved a much lower rate, but also an entirely new classification (from 13-3 where it shared category with phone companies to 45-1 also occupied by the theatrical industry). This transfer automatically lowered radio's base rate from 2¢ to 4 mills, retroactive to January 1950. The agency's director has reported most stations which had no accidents in recent years in the state automatically received an earned rate, that is 40% of the base rate—substantial savings to stations.

KSLH (FM) On Air

FORMAL opening of a $98,000 St. Louis Board of Education station, KSLH (FM), was marked April 11 by tribute of civic and school leaders. The outlet will supplement classroom activities in St. Louis public schools. Studios include a main broadcast, observation, three smaller broadcast rooms, a library, office and repair, and reception rooms. A 350 ft. antenna-transmitter sends a 3 kw signal (12.5 kw effective radiated power) on 91.5 mc. Marguerite Fleming is in charge of the station; Catherine Dillon, adviser for elementary programs; Mrs. Gertrude Hoffsten, adviser for high school programs; Ernest Vogel, engineer.

NOW Mr. and Mrs. are Walton Foster (3d l), news editor and disc jockey, KTXL San Angelo, Tex., and Arla Bishop, Sturgess department store (San Angelo) executive. Best man at the double ring ceremony on Feb. 17 was Bob McClellan (2d l), KTXL manager. Joe Yowell (l), KTXL salesman, was an usher. Bride's father, Baird Bishop, owns and operates KXIT Dalhart, Tex. Her brother, Ken Bishop, is KXIT manager. Rev. Ray Johnson, who married them, is brother of Len Johnson, KWKC Abilene, Tex., program manager.

REPRODUCTION
NAB Group Approves Two Sets of Standards

NEW STANDARDS covering magnetic tape reels, designed to permit operation of any reel on any magnetic recorder, were approved April 15 by the NAB Recording & Reproducing Standards Committee, meeting at the Stevens Hotel, Chicago. The standards require ratification by the NAB board, normally a routine procedure.

Neal McNaughten, NAB engineering director, presided at the committee's meeting with discussion led by Robert M. Morris, of ABC, committee chairman. The standards become a part of previous standards adopted at the 1949 convention. They represent the work of subcommittees over a long period.

In addition, the committee approved mechanical standards covering wow factor (reproducing), turntable platen (reproducing) and concentricity of center hole. Text of the standards follows:

MAGNETIC

Magnetic Tape Reel

2.45 It shall be standard that the hub carrying magnetic tape shall be in accordance with Figure 4.

2.50 *Primary Standard:* It shall be standard where flanges are used that the primary standard flange shall be in accordance with Figure 5.

2.50.01 The primary standard flange provides for the accommodation of sufficient magnetic tape of standard thickness for a nominal 30 minutes of recording.

MECHANICAL

WOW Factor (Reproducing)

1.11 It shall be standard that the instantaneous peak deviation from the mean speed of the reproducing turntable when reproducing shall not exceed ±0.2% of the mean speed.

Turntable Platen (Reproducing)

1.21 It shall be good engineering practice that the diameter of the transcription reproducing turntable platen be substantially the same as that of the largest diameter records for which the turntable is intended.

Concentricity of Center Hole

1.36 It shall be good engineering practice that the record center hole be concentric with the recorded groove spiral within 0.002 inches.

Nebraska Meeting

EIGHTEENTH annual meeting of the Nebraska Broadcasters Assn. will be held May 5 at McCook, Neb., according to John Alexander, general manager of KODY North Platte and president of the association. Representatives from the state's 21 AM and TV stations are expected to attend the meeting, Mr. Alexander said. Host station for the meeting is KBRL McCook.

PORCELAIN white clock-radio, designed especially for kitchen, added to General Electric line of receivers.

REACH MAIN STREET BUYERS Where TV does not Compete for YOUR AUDIENCE!

KBS

Keystone Broadcasting System Gives It to You in One Low-Cost Package.

The 385 KBS outlets reach 40,000,000 radio listeners in small-town America where TV does NOT compete. According to latest Nielsen report, radio listening in Keystone areas has NOT decreased due to the audience competition of TV. KBS offers you radio advertising "At The Local Level" at an economical NETWORK package rate. Let us give you the complete KBS story.

KEYSTONE BROADCASTING SYSTEM

NEW YORK 580 FIFTH AVE.
CHICAGO 134 NO. LA SALLE ST.

Available!
Play-by-Play MAJOR LEAGUE BASEBALL

KFRM has just signed with Liberty Broadcasting System for play-by-play Major League baseball. Participating announcements now available!

Here's a "red-hot" natural that will "hypo" your sales in an area with more than a million potential listeners.

For full details, wire The KMBC-KFRM Team, Kansas City, Mo., or phone any Free & Peters "Colonel."

KFRM
for Rural Kansas
Programmed by KMBC From Kansas City

SEE THE BMB STORY ON THE SOUTH

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager—250 w station one year old. Thriving community. Adequately financed local business men. City of 9000. Excellent opportunity. T. C. Gregory, Box 1068, Alliance, Nebraska.

Salesmen

Salesmen wanted. Up and coming daytime regional in metropolitan market contemplating fulltime will need by August two high-producing salesmen who can create punchy presentations and research. One will be promoted to sales manager. Must have proven sales record, must have worked with smallest and largest advertisers, know how to deal with agencies, large or small; no price-cutters wanted, just solid, honest salesmen who know how to merchandise. State salary, commission required; send references, complete resume and picture; new management guarantees square deal, aggressive, on-the-ball sales operation. Address Box 806E, BROADCASTING.

Network station with both AM and TV operation has opening for staff salesman. Must have radio sales experience. Attractive salary and commission plan. Send complete particulars, including photo, references, experience, to Box 831E, BROADCASTING.

Salesman for transit radio and functional music station in Pennsylvania. Guarantee plus commissions. All information plus salary requirements first letter. Box 840E, BROADCASTING.

Wanted—yes, alive!—a man who knows he can sell result-producing radio schedules on a most successful 1000 watt daytime independent in a southwestern market of 250,000 that has doubled the average independent's Hooper rating and keeps its one-sixth audience in the 6-station market. Want a man who is alert enough to know that a salesman's job is the best job in radio today—no management headaches, no conferences, no public relations. All he wants to do is go out and sell, keep sold and collect from his accounts so they'll stay on the air and increase his billing to increase his earnings. We offer $400 flat per month salary for 3 months, then $400 per month draw against 15% commission for 3 months and after that it's straight 15%. We won't fuss with you if your billing after 6 months stays about $2000, although we'd be disappointed as that only makes you $300. We want a man who will hit at least $4000 after 6 months and can hold it. Station owned by one of American's most successful retailers who lets staff operate properly. Fine conditions. Sell yourself in letter to Box 868E, BROADCASTING. Must be ready to go to work no later than May 15.

Wanted: Salesman for Texas 500 watt independent. Guaranteed $60.00 weekly for first three months, 15 per cent commission thereafter. Will not be changed. Housing available. Box 904E, BROADCASTING.

Salesman—Opportunity for steady hard working local salesman on dominant network regional station. Complete details and references with application. WFDF, Flint, Michigan.

WSKB, McComb, Mississippi, 5000 watts. **Open for two top salesmen—write, wire, phone—confidential.**

Announcers

Announcer-sportscaster, excellent opportunity open for experienced young announcer-sportscaster who wants to step up to 1,000 watt, network affiliate operation. Graduated wage scale, talent. Michigan location. Send audition disc, photo and letter of qualifications to Box 807E, BROADCASTING.

Help Wanted (Cont'd)

Announcers wanted. Up and coming daytime regional in metropolitan market needs three experienced, mature announcers. Disc jockey, news-writer-announcer, all-round staff man. Men who see announcing as serious business, used to writing, planning and producing shows on short notice if necessary; willing to work with superiors. No know-it-all hotshots need apply. Writing desirable but not absolutely necessary; send sample continuity and commercial copy. Give starting salary requirements, references, complete resume. Send picture and audition disc on 78 rpm. Sorry, no discs or pictures returned. Address Box 805E, BROADCASTING.

Midwest network station has opening for experienced sports announcer who can combine with **regular staff duties.** Attractive salary. Send particulars including photo. Box 830E, BROADCASTING.

1000 watt independent near Chicago has opening for versatile staff announcer. Personal interview required. Box 856E, BROADCASTING.

Announcer, commercial, special events, sports, etc. Write good copy. 1st class license. Send background, audition, salary requirement, references. Write Box 896E, BROADCASTING.

Announcer with first class license. Send disc, photo and salary requirements. Car necessary. Box 905E, BROADCASTING.

Middlewest network local wants young, experienced announcer-control operator. Must be educated, clean cut, aggressive but sincere, good natural voice and diction, news ability, congenial, willing to learn. Cooperation and loyalty a must. No hotshots, disc jockeys or sophisticates. Tell all first letter with photo and disc. KSWM, Joplin, Mo.

Experienced combination man for WLEW, Bad Axe, Michigan. Send disc, photograph and full qualifications to WSAM, Saginaw, Michigan.

Technical

Opening available in middlewest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience, send photo first letter. Reply Box 787E, BROADCASTING.

Production-Programming, others

Program director, Michigan kw planning expansion. Interview essential before final employment. Also need announcer with ticket. Apply Manager, WTVB, Coldwater, Mich.

Situations Wanted

Managerial

General manager with $5000.00 to invest desires change because of station sale. Twenty years radio, ten in management and sales. Strong on sales. Can operate at minimum. Box 812E, BROADCASTING.

Manager, accent on sales. Young, aggressive. 12 years grass-root experience in all phases of radio. Record of successful operation. College graduate. Box 814E, BROADCASTING.

Manager, commercial manager, salesman. Complete knowledge of station operation. Strong on sales. Hard worker. Have proven record. Anxious for better opportunity. Excellent references. Married, 28, car, free to travel. Can arrange for personal interview. Box 848E, BROADCASTING.

Manager or sales woman, yes woman with national contacts. Proven record in sales and successful manager of independent small market station. West coast or southwest. Box 857E, BROADCASTING.

Situations Wanted (Cont'd)

Salesman with 20 years background in national, regional and local advertising wishes commercial manager's job in progressive station. Annual billing record last year in market of half million exceeded $100,000.00 on regional independent. Married. Salary important but secondary to opportunity to become permanent in community. References. Box 866E, BROADCASTING.

Successful manager, commercial manager, 12 years experience, young, married. Excellent references. Details? Box 894E, BROADCASTING.

Salesmen

Salesman, married, excellent references, midwest preferred. Announcing, writing experience. Box 810E, BROADCASTING.

Announcers

Excellent staff announcer. Present 50 kw. **Desire change.** Experience commercials, news, popular and classical music, special events, sports play-by-play and color. NBC trained. 28. College. Married. Start $65 week. Box 736E, BROADCASTING.

Experienced announcer (3 years). Age 23. Single. 2 years college. Presently employed. Available within two weeks. Preferable west coast. Box 808E, BROADCASTING.

Topflight sportscaster. **Present 50 kw sports and staff. Experience baseball, basketball, football, boxing, hockey. Also sportswriting and features. 28. College. Married. Want permanent position reliable operation. Start $65 week. Box 735E, BROADCASTING.**

Announcer—five years experience, versatile, best references, sponsors and station. Prefer southwest. Consider all offers if permanent. Car, married. Employed. Box 811E, BROADCASTING.

Announcer—Radio 4 years. Know programming. Want position with future. 27, married. Desire western states, will consider all. Presently employed midwest independent. Box 813E, BROADCASTING.

Experienced NYC announcer. Staff. Sports. Jockey. Progressive eastern station. Permanent. You say you want to sell your market. Hire me! Box 823E, BROADCASTING.

On deadend street for two years. Desire opportunity. Emcee, jockey, strong on news, commercial. Program ideas, some writing. Five years experience, family man. Right man for right station. Box 845E, BROADCASTING.

Newsman-announcer. Experienced. Just graduated Northwestern University. Trained in all phases of broadcasting. Looking for radio or TV job with a future. Will travel anywhere. Disc, picture, full details upon request. Box 846E, BROADCASTING.

Announcer-disc jockey. Ambitious, dependable. Had schooling, need experience. Travel anywhere. Salary secondary. Single, sober, full-part-time. Own collection of records. Best references. Disc, photo on request. Box 847E, BROADCASTING.

Announcer. Young, experienced, single. Versatile, conscientious worker; willing to travel. College background. Box 849E, BROADCASTING.

Chief announcer - program director. Stable, reliable, family man. 10 years experience—programming, announcing, handling staff. Box 851E, BROADCASTING.

Available as summer replacement announcer while I look for a permanent place. Four years announcing experience. Age 25. Box 853E, BROADCASTING.

Summer relief. All-round announcer. Experience all phases broadcasting. Available June 20 to Labor Day. East preferred. Box 854E, BROADCASTING.

Professionally trained announcer, some experience, age 22, will travel. Disc and photo available. Box 855E, BROADCASTING.

Five years experience in larger midwest markets. Strong commercial. Light-heavy news and sportscasting (no play-by-play). First love—disc show. Age 30, married, one child. Box 858E, BROADCASTING.

Situations Wanted (Cont'd)

Experienced announcer, news man, sports (color), music librarian desires to settle in the southwest. Box 859E, BROADCASTING.

Experienced announcer, disc jockey familiar with all phases of radio and television. Single, automobile, free to travel. Will prove to be an asset to your station. Available immediately. Write Box 861E, BROADCASTING.

Listen . . . young, ambitious announcer with great ability. Operate console, play-by-play. How about all night show? Repeat, young, ambitious. Box 862E, BROADCASTING.

Experienced announcer-MC for twelve years, all phases of radio and programming. South preferred. Box 863E, BROADCASTING.

Announcer with first phone; two years combo, staff, news, DJ, hillbilly; AM-FM transmitter; prefer program work; now employed; car; married; desire permanent position in southeast. Box 867E, BROADCASTING.

Experienced combination man wants position with progressive station. Box 869E, BROADCASTING.

Announcer, newscaster. Available now. BA Degree, single, have car. Will travel. Disc, photo on request. Box 895E, BROADCASTING.

Staff announcer, veteran, presently employed in the east, wishes to return to the far west, California preferred. 2 years experience including audience participation and play-by-play. 1½ years with CBS affiliate. Best references. Will be going west about May 25th—may I stop and talk with you? Box 897E, BROADCASTING.

Sportscaster-announcer. Desires permanency. Six years experience, play-by-play, newscasting, commercial. Married, 29. South or west coast—will consider all. Box 900E, BROADCASTING.

Quality voice demands salary and talent. Completely experienced all type shows. No small stations considered. Will sell and please. Available in May. Prefer live interview. Box 901E, BROADCASTING.

Staff announcer with play-by-play ability available. Four years experience, network and independent. Operate console. Married. Dependable. Iowa and midwest preferred. Box 903E, BROADCASTING.

Announcer, versatile, college. Acting experience only. Joseph Carbone, 440 Schiller, Chicago.

Newscaster. Successfully sponsored on 5 and 50 kw stations. Experienced in all phases of radio programming. Write Frank LaRue, 907 Olympia Bldg., Miami, Florida.

Announcer—Topnotch commercial man. DJ, news. Good selling voice, thorough knowledge all phases radio. Married. Age 35. Photo, Disc on request. O. J. Lehto, 742 Aldine Ave., Chicago 13, Illinois.

Versatile announcer, 1½ years experience, desires summer work. Gordon McIntyre, 7320 Castor Avenue, Philadelphia 15, Pa.

Experienced announcer—overall announcing including news, DJ, commercials, etc. Operate console, write copy. Young, single. Available immediately. Dean Murray, 608 South Main, Milbank, S. Dak.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo., HArrison 0473.

A character with character! I love work, I hate money! Versatile, flexible, superstrong DJ. College grad (U. of Md.), vet, married. Prefer east, but will travel. Danny Sheelds, 3312 Clarks Lane, Apt. E, Baltimore, Md. Forest 0210.

Technical

Engineer, experienced 5 kw AM, 3 kw FM transmitters control board, remotes. Good background. Single, car, will travel. Box 690E, BROADCASTING.

Young, single man desires engineering position. Two months experience, very reliable, able to go anywhere. Box 788E, BROADCASTING.

Engineer, age 24. Transmitter and studio experience in 250 watt and 1 kw stations. Construction experience of 1 kw directional. Training includes Advance Radio Engineering from CREI. Box 844E, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer with extensive and above average experience in AM and FM transmitter, directional antenna and studio construction, maintenance and operation seeks position with progressive established employer. Excellent record with personnel. Recommended by leading consultants in addition to past and present employers. Box 850E. BROADCASTING.

1st phone, experienced transmitters, remotes, maintenance, 5 kw directional AM, 38 kw FM. Young, married, car. East coast. Available immediately. Box 865E. BROADCASTING.

Engineer—1 year broadcast with 1 kw, dir. and 3 kw FM. 3 years radio service. Single, 21, have car. Will go anywhere. Box 893E. BROADCASTING.

Engineer, permanent position in metropolitan area, northeast preferred. Three years experience all phases. Now chief kilowatt directional. Box 899E, BROADCASTING.

Engineer, 1st phone, veteran, 27; 18 months transmitter, remote experience. Technical school graduate. AM, FM, TV. Interested AM station. Travel. Box 906E. BROADCASTING.

Engineer, 29, first phone license, 6 months experience; graduate leading radio school; prefer southwest; available immediately; best references. Box 907E. BROADCASTING.

Engineer, first—experienced, married, car, available immediately. Earl Davis, 506 E. York, Olney, Illinois.

Engineer—First class license, 13 mo. residence school. 1 year college level correspondence course. 10 mo. experience 250 w AM, 1000 w FM. Veteran, 23, married. Desire permanent position. Can furnish best technical and character references. Appreciate any offer. Charles Donaldson, 114 Dewey, Washington, Indiana.

Married veteran, 25 years old with first phone wants position as transmitter engineer, preferably in Minnesota. Have previous experience. Kenneth Olson 510 2nd Ave., S., Moorhead, Minnesota.

Engineer, first phone, class A ham, do not drive. Single. Richard Roeder, 424 Raritan Avenue, Highland Park, N. J.

Engineer, 1st phone, single. RCA graduate. 1 year college, 2 years Navy. Some experience on remotes. Can do some announcing. Tom Sparkman, R.F.D., Carter's Creek, Tennessee.

Experienced engineer, studio and transmitter, electrical background, age 40 years, single, sober. Claude Thomas, Vandalia, Missouri.

Seven years training in radio and electronics. BS in EE, graduate of Navy electronics school and National Radio Institute. First phone. Seek engineering position in south or southwest. Robert B. Wilson, Lake Cormorant, Miss.

RCA graduate, 1st class phone, now employed as radio technician in no operating capacity, wishes permanent radio operator position. No announcing. Will travel. John Witkowski, 444 Wyona Street, Brooklyn 7, N. Y.

Production-Programming, others

Woman commentator. Director. Versatile. Experienced all phases radio. Seeks connection offering bona fide opportunity for growth. Advancement. Personality, record, background just right for aggressive operation following strong public service line. Box 717E. BROADCASTING.

Experienced program director, announcer—experience and knowledge all phases of station operation, 250 w to 5 kw, air work a must, MC and special events specialty — progressive man looking for progressive station, married, presently employed. Box 841E. BROADCASTING.

Male copywriter, fast producer of crisp clear copy and now handling fifty accounts wants new position with salary starting at 55 dollars. Box 842E. BROADCASTING.

TV and radio news personality wants greater opportunity and advancement. Experienced in all phases of television, newsreel production, live TV news, radio news. Three years radio news, including CBS Chicago, 20 months television newsreel work. Journalism grad, 28, married. Want another step up the ladder, not just a change. Box 891E. BROADCASTING.

Situations Wanted (Cont'd)

Program director or announcer. Three years experience commercial broadcasting for net and independent. Personal interview, audition in eastern and northwestern areas. Box 898E, BROADCASTING.

Copy assistant, experience, knows radio. 19. Clayton Robinson, Route 2, Lewiston, New York.

Television

Salesman

AM—ten years, definitely started on bottom rung. Up the hard way. Available now for TV. Age 34. Interested sales only. Presently employed 3,000,000 market. Box 860E, BROADCASTING • *TELECASTING*.

Technical

Attention television stations. Experienced AM, FM. Graduate television workshop. Trained in studio, film and remote television. 1st phone, married, car. Box 864E, BROADCASTING • *TELECASTING*.

Production-Programming, others

Assistant TV director. Experienced remote and studio programming and station operation. TV and radio writing background. Box 715E, BROADCASTING • *TELECASTING*.

For Sale

Stations

Stock available, possibilities to 30% independent AM northwest major market. Prefer participating investor commercial experience. Box 902E, BROADCASTING.

Equipment, etc.

Complete setup for FM station, including 1 kw Western Electric transmitter. Box 792E, BROADCASTING.

For sale, Magnecord tape recording equipment. Complete set, two recorders, one rack amplifier, one portable amplifier. Includes two PT6A, one PT6P, one PT6R. Like new condition. Cost over $1400, first $1,000 takes it. Write A. D. Gillette, WCKY, Cincinnati, Ohio.

General Electric BC 1A two channel consolette. Never used. Cost $1595. Will take $1250 cash. Wire or write WELI, New Haven, Conn.

Disc recording equipment for sale, all Presto. Two 8N recorders, $715.00 each; one 8A amplifier, $145.00; one 125A microscope, $65.00; one 160B equalizer, $170.00. If bought in one lot, total price $1500.00. All equipment in first class mechanical and electrical condition. Used very little. Write or wire Chief Engineer, WFMY, Greensboro, N. C.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

For sale: 646B REL FM receiver, perfect for FM relay pickup. Originally $350.00. Available at much less, immediately. Write Chief Engineer, WNAM-FM, Neenah, Wisconsin.

RCA 308-A field intensity meter, loop for broadcast band and power supply. Recently re-calibrated. Compares with new meter listing at $2700. Will sell for $1000. Albert Johnson, P.O. Box 2671, Phoenix.

Have several used guyed Wincharger towers will sell erected. Tower Construction Co., 107 Fourth St., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Equipment, etc.

Am not disappointed in FM and am in the market for a 10 kw amplifier for my Gates 3 kw transmitter. Must be in top condition and reasonably priced. Box 852E, BROADCASTING.

One kilowatt FM transmitter, prefer Western Electric. Reply Box 908E, BROADCASTING.

Wanted to buy. Good used studio equipment including console, turntables and microphones, also a transmitter frequency and modulation monitors. Frank C. Carman, KUTA, Salt Lake City, Utah.

Help Wanted

GAG WRITER WANTED

Prominent Greeting Card Company, in Midwest, needs versatile humor specialist to assist Humor Editor. Must have legit professional technique and keen commercial perspective. Some Greeting Card experience helpful, but not essential. Trial-period arrangement for working at home on definite assignments, before accepting resident position. Good spot for hep writer with ideas. Address reply to Box 892E, BROADCASTING, giving personal data, and enclosing samples of material. Salary discussed after material is submitted.

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CROSLEY BUSINESS

Prospects Favorable—Emanuel

CROSLEY Broadcasting Corp.'s WLW Cincinnati is maintaining a high level of business while operations of Crosley's WINS New York are improved over last year, according to Victor Emanuel, president and chairman of Avco Mfg. Corp., parent company of Crosley.

Mr. Emanuel, in his report to the annual stockholders' meeting, said Crosley's three Midwest television stations currently are operating at a loss, but pointed out that long-range prospects are quite favorable. He told the stockholders that Avco's business will be improved in the company's general economic picture and volume for the balance of the year ending Nov. 30 should also continue at satisfactory levels.

'HOT SEAT'

WANN Broadcasts From Jail

LOCAL Democrats in Annapolis, Md., may have missed a bet to throw the switch on Tom Carr, vice president and manager of WANN, and GOP candidate for state senator, when he broadcast from an electric chair.

Mr. Carr claims he made the first broadcast in radio history from a "hot seat" when Sheriff J. Edward Slavin's "jail-on-wheels" visited Annapolis from New Haven, Conn., in the interest of preventing juvenile delinquency. Mr. Carr's broadcast was aired as a public service feature in line with WANN's own crime prevention campaign.

Admiral Earnings

ADMIRAL CORP., television and appliance manufacturer, had net earnings of $4,158,449 on sales of $46,291,409 for the first quarter of 1950, according to Ross D. Siragusa, president. He said earnings are the equivalent of $2.08 a share on the present common stock outstanding as a result of a two for one split last December. The figures, Mr. Siragusa reported, compare with a net profit of $1,536,217 on sales of $23,513,097 in the first quarter of 1949, the equivalent of 77 cents a share on the then current stock.

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STUDIOS OF WFUV-FM

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RADIO EDUCATION

Teachers Hold Meeting

DONLEY FEDDERSON, director of radio and television at Northwestern U. and co-director of the NBC-N.U. Summer Radio Institute, was elected president of the U. Assn. for Professional Radio Education at the group's second annual meeting last week.

The association, comprised of 15 university radio and/or television directors, met April 15 and 16 at Chicago's Stevens Hotel in conjunction with the NAB convention. Other officers who will serve with Mr. Fedderson during the next year are Thomas Rishworth, Texas U., vice president; Leo Martin, Alabama U., secretary, and S. B. Gould, Boston U.

Ralph Hardy, government relations director for the NAB, gave the opening luncheon address, discussing general directions in the radio industry in terms of professional education.

Techniques of graduate study were stressed at a panel session featuring Messrs. Martin, Gould and Chapman. Projected studies concerned audience and impact research and pilot and national surveys which could be conducted in colleges. The closing session was conducted by G. Emerson Markham, TV director for the NAB, who outlined the pattern for professional TV training. Appearing with him were Kenneth Bartlett, Syracuse U.; Mr. Rishworth, Mr. Fedderson and Sidney Head, Miami U. Each of the speakers has worked in television at his school.

KPOA, KOLU Join MBS

KPOA Honolulu and KOLU Hilo, now under construction and both owned and operated by Island Broadcasting Co., effective July 4 become affiliates of MBS-Don Lee Broadcasting System, according to Patrick W. Campbell, vice president of station relations for the latter network. Simultaneously Mr. Campbell revealed severance of affiliation between MBS-Don Lee and the Aloha Network (KHON Honolulu, KIPA Hilo, KTOH Lihue, KMVI Wailuku) as of July 3.

Pacific Nielsen Ratings*

(TOTAL PACIFIC AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
FEBRUARY 1950

Current Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK		
1	Red Skelton (CBS)	27.7
2	Charlie McCarthy (8:30-9 p.m.) (CBS)	24.5
3	Lux Radio Theatre (CBS)	23.7
4	People Are Funny (NBC)	23.1
5	Fibber McGee & Molly (NBC)	22.0
6	Jack Benny (9:30-10:00 p.m.) (CBS)	21.9
7	Let George Do It (Don Lee)	18.7
8	Horace Heidt (CBS)	18.1
9	Bing Crosby (CBS)	18.0
10	Judy Canova (NBC)	17.7
11	Bob Hope (NBC)	17.7
12	Our Miss Brooks (CBS)	17.3
13	Walter Winchell (6-6:15 p.m.) (ABC)	17.3
14	Grand Ole Opry (NBC)	17.2
15	The Whistler (CBS)	17.1
16	This Is Your F. B. I. (ABC)	17.1
17	Fat Man (ABC)	17.1
18	Great Gildersleeve (NBC)	16.7
19	Inner Sanctum (CBS)	16.3
20	You Bet Your Life (CBS)	16.1
EVENING, MULTI-WEEKLY		
1	Counter-Spy (ABC)	11.2
2	Beulah (CBS)	9.8
3	Lone Ranger (ABC)	8.8
WEEKDAY		
1	Jack Armstrong (Feb. 6, 8, 10 & 21, 23) (ABC)	11.4
2	Romance of Helen Trent (CBS)	10.5
3	Our Gal, Sunday (CBS)	10.5
4	Young Widder Brown (NBC)	10.0
5	When A Girl Marries (NBC)	9.8
6	Straight Arrow (MBS)	9.8
7	Young Dr. Malone (CBS)	9.7
8	Guiding Light (CBS)	9.6
9	Pepper Young's Family (NBC)	9.6
10	Big Sister (CBS)	9.5
11	Ma Perkins (CBS)	9.5
12	Challenge of the Yukon (ABC)	9.4
13	Aunt Jenny (CBS)	9.3
14	Lorenzo Jones (NBC)	9.2
15	Road of Life (NBC)	9.2
DAY, SATURDAY		
1	Armstrong Theatre (CBS)	12.1
2	Stars Over Hollywood (CBS)	11.0
3	County Fair (CBS)	10.2
DAY, SUNDAY		
1	Phil Harris-Alice Faye Show (NBC)	14.4
2	True Detective Mysteries (MBS)	14.1
3	Jack Benny (4-4:30 p.m.) (CBS)	13.9

Copyright 1950 by A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN RATING" (%) to 4,457,000—the 1949 estimate of total radio homes in the Pacific Time Zone.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

NCCM SESSION

Pass Radio-TV Resolutions

RESOLUTION calling on the FCC not to use, as its basis for determination, the first clause of the first Amendment to the Constitution in considering pending applications for the assignment of a part of the FM spectrum for the use of religious and other non-profit organizations, has been passed by the National Council of Catholic Men.

This and several other resolutions relating to the radio-television industry were passed at the final session of the 30th annual NCCM meeting in Washington April 16.

The council also called on the television industry to form and adopt a set of standards and practices which will bind the entire industry to produce no programs which will be detrimental to the best moral interests of viewers, especially the family group and children of the family. The council urged the adoption of a code of standards and practice by the industry itself before such a code is imposed from without. NCCM also thanked NBC, ABC, MBS and their affiliated stations for granting free time for the presentation of the *Catholic Hour, The Hour Of Faith* and *Faith In Our Time.*

COST ANALYSIS

NAB Group Plans 2d Study

PLANS to obtain complete station returns for the second annual NAB cost analysis study of U. S. stations were discussed at an April 16 meeting of NAB district employe-employer relations chairmen. The session was held at the Stevens Hotel, Chicago.

Richard P. Doherty, NAB employe-employer relations director, explained that stations are given absolute secrecy in filling out questionnaires covering details of operating costs. District chairmen agreed to contact personally the managers of station failing to send in questionnaires.

World Library to 27

WORLD Broadcasting System has announced renewals and extensions of contracts with 27 stations for continued use of World's transcribed library service. Stations are: WBEX Chillicothe, WKRC Cincinnati, both Ohio; WASA Havre de Grace, Md.; KIOA Des Moines, KICM Mason City, both Iowa; KWIL Albany, Ore.; WMCA New York, WWSC Glens Falls, WCSS Amsterdam, WKOP Binghamton, WHLI Hempstead, L. I., WDOS Oneonta, all New York; WKOZ Kosciusko, WCJU Columbia, WQBC Vicksburg, all Mississippi; WMNB North Adams, Mass.; KNEW Spokane; KIEM Eureka, Calif.; WBDO Orlando, Fla., WTWA Thomson, Ga.; WABJ Adrian, Mich.; KMBC Kansas City, Mo.; WLTR Bloomsburg, Pa.; WSVS Crewe, VRVA Richmond, both Virginia; KODI Cody, Wyo.; CJNB North Battleford, Sask.

McCONNELL TALK

Will Keynote NNPA Meet

JOSEPH H. McCONNELL, president of NBC, will give an analytical talk on "Television Today —Its Past, Present and Future," to open the 20th annual convention of the National Newspaper Promotion Assn. to be held May 14-17 at the Schroeder Hotel, Milwaukee.

Mr. McConnell's address will highlight the opening morning session which will be devoted to a discussion of newspapers' relation to television activities "because of the growing number of newspapers identified with television activities."

A two-year study of television's effect on sports attendance, said to be the first released publicly, will be given by Jerry N. Jordan of the U. of Pennsylvania. Other discussions will include an analysis of TV's effect on newspaper circulation by Belden Morgan, promotion manager of the *Hartford Courant;* effect of TV on newspaper advertising by Jerome Stolzoff, vice president and director of TV operations for the Cramer-Krasselt Agency, Milwaukee; methods of launching and promoting a new TV station by Fred Lowe, promotion director of the Norfolk (Va.) Newspapers and NNPA president; and using TV to promote newspaper circulation by George Morris, promotion director of the *New York Daily News.*

Ray Reeve Located

RAY REEVE, sports director of the Tobacco Network who had been reported missing [BROADCASTING, April 3], has been located in Florida. He is expected back at work within a few weeks, according to a spokesman for the network, which serves 50 stations in the Carolinas, Georgia and Virginia. Mr. Reeve, reported missing since March 16, is now under the care of a physician, network officials said.

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235 Montgomery St.
Exbrook 2-5672

FCC Actions

(Continued from page 84)

April 14 Applications . . .

ACCEPTED FOR FILING

SSA—1400 kc

KUNO Corpus Christi, Tex.—SSA on 1400 kc 250 w unl. for period of 120 days beginning April 20.

AM—1540 kc

Kettle-Moraine Bcstg. Co., Hartford, Wis.—CP new AM station 1350 kc 500 w day AMENDED to request 1540 kc.

CP to Reinstate CP

KNEX-FM McPherson, Kan.—CP to reinstate CP for new FM station.

License for CP

License to cover CP new FM station: WSDX Louisville, Ky.; WGPS Greensboro, N. C.

Modification of CP

KOB-TV Albuquerque, N. M.—Mod. CP new commercial TV station for extension of completion date.

April 17 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

David M. Segal, Idabel, Okla.—Petition for dismissal without prejudice of application denied without prejudice to petitioner's filing within 30 days from date hereof petition requesting dismissal of application with prejudice.

WWRL Long Island, N. Y.—Granted extension to April 17 to file petition for reconsideration under section 0.102 of rules.

WQXR New York—Granted extension of time to April 24 to file exceptions to initial decision issued in proceeding upon applications of Mid-Island Radio Inc. and Patchogue Bcstg. Co. Patchogue, N. Y.

KPPC Pasadena, Calif. and KGFJ Los Angeles — Granted petitions of KPPC and KGFJ for extension of time to April 27 to file replies to exceptions to initial decision issued in proceeding re application of Pasadena Presbyterian Church.

By Examiner J. D. Bond

KWOC Poplar Bluff, Mo.—Granted continuance of hearing re application from April 24 to June 14 and granted petition to accept late appearance in proceeding re application. Statement of appearance of applicant is accepted.

By Examiner B. P. Cooper

FCC General Counsel—Granted extension of time to file proposed findings of fact in proceeding re application Lubbock County Bcstg. Co., KFYO and KVLU Lubbock Texas; time extended from April 14 to May 5.

By Examiner J. D. Cunningham

FCC General Counsel—Granted petition requesting final date for filing proposed findings in proceeding re transfer of control and for renewal of license of WSNY Schenectady, N. Y. be extended to May 1.

By Examiner Fanney N. Litvin

RCA Communications Inc.—Granted continuance of further hearing from April 18 to June 6 in Washington, D. C.

WHDH Boston, Mass. and KOA Denver, Col.—Granted additional time to file memoranda in support of joint petition filed for review of examiner's order of March 28 granting petition of WXKW Albany, N. Y.; petitioners granted until close of business April 13 to file such memoranda; no action is taken on joint petition for review, which is addressed to the Commission en banc.

By Examiner Elizabeth C. Smith

KMMO Marshall, Mo.—Granted continuance of hearing re application from April 21 to June 26 in Washington, D. C.

John H. Poole, Pasadena, Calif.—Granted request that official notice be taken of change in license and call letters of intervenor Poole in proceeding re Dockets 8062 et al—from KWKW (Southern California Bcstg. Co.) to KALI (John H. Poole).

By Examiner J. P. Blume

Brazoria County Bcstg. Co., Freeport, Tex. — Granted continuance of hearing re application from April 14 to May 11.

By Examiner Elizabeth C. Smith

KJAN Bcstg. Co., Baton Rouge La.—Granted leave to amend application to make changes in engineering data; amendment accepted.

WLCS Baton Rouge, La.—Granted leave to amend application to make changes in engineering data; amendment accepted.

April 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WKNA-FM Charleston, W. Va.—Mod. CP new FM station for extension of completion date.

KSDS San Diego—Mod. CP new noncommercial educational FM station for extension of completion date.

License Renewal

KCRW Santa Monica, Calif.—Request for license renewal new FM station.

April 18 Decisions . . .

BY THE SECRETARY

The Star Bcstg. Co. Inc., Pueblo, Col.—Granted license new remote pickup KA-3887.

Marti, Inc., Cleburne, Texas—Granted licenses for new remote pickups KA-3797, KA-2654.

F. C. Todd, Gastonia, N. C.—Granted licenses new remote pickups KA-3844, KA-2661.

Baptist General Convention of Texas, Dallas, Tex.—Granted licenses for new remote pickups KKC-464-5.

Rio Grande Bcstg. Co., Albuquerque, N. M.—Granted license new remote pickup KKB-824.

Herman Anderson, Tulare, Calif.—Granted license new remote pickup KA-5374.

Shamrock Bcstg. Co., Houston, Tex.—Granted licenses new remote pickup KKB-613 KA-4922.

WRON Ronceverte, W. Va.—Granted request for voluntary assignment of license from William E. Blake to Blake Bcstg. Co.

United Bcstg. Co., Cleveland—Granted CP and license new remote pickup KA-3489.

WHEB Inc., Portsmouth, N. H.—Granted mod. license to change frequencies from 30.82, 33.74, 35.82, 37.98 mcs. to 26.15, 26.25, 26.35 mcs. KA-4739.

KFAB Bcstg. Co., Omaha, Neb.—Granted mod. license to change frequencies from 156.75, 158.40 to 152.93, 153.29 mcs KA-5512.

National Bcstg. Co. Inc., Chicago—Granted mod. licenses to change frequencies from 31.22, 35.62, 37.02, 39.26 mcs. to 26.11, 26.15, 26.25, 26.35, 26.45 mcs KSA-720, KA-4676, KA-4680.

The Travelers Bcstg. Service Corp., Hartford, Conn.—Granted mod. of licenses to change frequencies from 31.22, 35.62, 37.02, 39.26 to 26.23, 26.33, KA-5583-4.

KTAR Bcstg. Co., Phoenix, Ariz.—Granted mod. license to change frequencies from 31.22, 35.62, 37.02, 39.26 mcs. to 26.15, 26.25, 26.35 mcs. to be used with KTAR, Phoenix, KA-3040.

Thomas Patrick, Inc., St. Louis, Mo.—Granted mod. license KA-3765 to change corporate name to KWK Inc.

United Bcstg. Co., Cleveland—Granted mod. license to change frequencies KQB-216 from 31.62, 35.26, 37.34, 39.62 mcs. to 26.29 mc.

Frontier Bcstg. Co., Cheyenne, Wyo.—Granted CP to make changes in frequencies from 30.82, 33.74, 35.82, 37.98 mcs. to 26.21, 26.31, 26.41 mcs.; power from 15 w to 40 w; emission from A3 to F3 and trans. to WE, BC-604 mod., 40 w. KA-3746.

WKMH Dearborn, Mich.—Granted mod. CP to change type of trans.

WGTR Paxton, Mass.—Granted mod. CP for extension of completion date to 8-1-50.

WBT-FM Charlotte, N. C.—Granted mod. CP for extension of completion date to 11-4-50

KSL-FM Salt Lake City, Utah—Same to 11-15-50.

KXYZ Houston, Tex.—Granted license install new aux. trans.

WGVM Greenville, Miss.—Granted license install new trans.

WTTN Watertown, Wis.—Granted license new AM station; 1580 kc, 250 w D.

WJBF Augusta, Ga.—Granted license change trans.

WHAT Philadelphia, Pa.—Granted license to use old main trans. at present site of main trans. to be operated on 1340 kc 100 w for aux. purposes.

KELD El Dorado, Ark.—Granted request to cancel CP for change in frequency, increase power, install new trans. and DA-N and change trans. and studio locations.

KFEL Denver, Col.—Granted CP to install aux. trans. at present site of main trans. to be operated on 950 kc 250 w employing vertical ant.

KGOS Torrington, Wyo. — Granted mod. CP to change type trans.

WFTL Fort Lauderdale, Fla.—Granted mod. CP to change type trans.

WGET Gettysburg, Pa. — Granted mod. CP for approval of ant., trans. and studio locations and change type trans.

WREB Chicopee, Mass. — Granted mod. CP for approval of ant. and trans. location and change type trans.

KGLN Glenwood Springs, Col.—Granted mod. CP to change trans. location and specify studio location.

Following granted mod. CP for extension of completion date as shown: WRHC Jacksonville, Fla., to 7-18-50; WOKO Albany, N. Y. to 10-24-50; WPTF Raleigh, N. C. to 11-1-50; KSOX Harlingen, Tex. to 11-1-50; KLAC-TV Los Angeles to 11-1-50; KM2XCV Hollywood, to 11-4-50; KRFM Fresno, Calif. to 10-27-50; WISC-FM Madison, Wis. to 11-8-50; WROV-FM Roanoke, Va., to 11-5-50.

Alabama - Georgia Bcstrs, Inc., Eufaula, Alabama—Granted license for new remote pickup KA-4029.

The WFMJ Bcstg. Co., Youngstown, Ohio—Granted license for new remote pickup KA-5184.

Northern Allegheny Bcstg. Co., Warren, Pa.—Granted license new remote pickup KA-4138.

Air Waves Inc., Baton Rouge, La.—Granted CP and license new remote pickup KA-2115.

WUOT, U. of Tenn., Knoxville, Tenn.—Granted license for new noncommercial education FM station Ch. 220 (91.9 mc) 3.5 kw; 125 ft.

Twin States Bcstg. Co. Augusta, Ga.—Granted CP new remote pickup KA-6337.

Texas Trade School, Dallas, Tex.—Granted CP new remote pickup KA-6336.

KFMA Davenport, Iowa—Granted mod. CP to change tower location and ground system.

Fairmont Bcstg. Co., Fairmont, Minn.—Granted mod. CP KA-3684 to change power from 35 w to 25 w and trans. to Crosley.

WMBL Morehead City, N. C.—Granted request for cancellation of CP which authorized change in frequency.

KBTA Batesville, Ark. — Granted mod. CP for approval ant., trans. and studio locations and change type trans.

WSIP Paintsville, Ky—Granted license for new AM station; 1490 kc, 250 w, unl.

KCIJ Shreveport, La.—Granted mod.

(Continued on page 92)

SEE THE BMB STORY ON THE SOUTH

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'FLEA CIRCUS'

Holds Meeting in Chicago

THE SECOND annual meeting of the NAB "Flea Circus" was held April 18 in Chicago with Neville Miller, former NAB president, presiding. The "Flea Circus" consists of industry executives who annually attend NAB regional meetings.

A panel including Sydney M. Kaye, vice president and general counsel of BMI; Milton Blink, vice president of Standard Radio, Chicago, and Hugh Higgins, manager, WMOA Marietta, Ohio, recounted problems confronting the traveling entourage. A lively discussion centered on religious broadcasts, premium offers and card giveaways.

Others attending were Linnea Nelson, J. Walter Thompson, New York; Dorothy Lewis, United Nations, New York; Carl Haverlin, Glenn Dolberton, Burt Squire, Ray Howland and Ralph Wentworth, all BMI; Jerry King, Standard Radio, Hollywood; Frank Pellegrin, Transit Radio, New York; Ray Hamilton, Blackburn-Hamilton, Hollywood; Maury Long, BROADCASTING, Washington; C. E. Langlois and Pierre Weiss, Lang-Worth, New York; C. E. Arney, NAB, Washington, and Robert Keller, New York.

FLQN's Audience

THE Foreign Language Quality Network last week claimed a potential audience of 4,051,700 Italian and 2,304,655 Polish based on a special Pulse Inc. survey. Claude Barrere, general manager of FLQN, said the figures represented potential in the markets where FLQN stations broadcast.

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Docket Actions . . .

FINAL DECISIONS

KTHS and Hot Springs Bcstg. Co., Hot Springs Ark.—Announced decision to deny application of KTHS to move to West Memphis, Ark., and increase power to 50 kw day, 25 kw night on 1090 kc. Denied application for new station at Hot Springs on 550 kc, 5 kw day, 1 kw night to replace KTHS. Denied application of Hot Springs Bcstg. Co., for new station on 1090 kc, 50 kw fulltime. Decision April 12.

KLX Oakland, Calif.—Announced decision to grant application of KLX to increase power from 1 kw to 5 kw unlimited on 910 kc, directional. Install new transmitter and move studio and transmitter locations. Decision April 14.

Center, Tex.—Announced decision to deny application of Shelby Bcstg. Co. for new station on 1490 kc, 250 w unlimited. Decision April 14.

Sarkes Tarzian, Bloomington, Ind.—Announced decision to grant application of Sarkes Tarzian for renewal license of KS2XAP developmental broadcast station. Subject to condition that license herein renewed is subject to cancellation as provided by Commission's rules. KS2XAP shall not operate during period that WFBM-TV Indianapolis, Ind., is on the air and that license herein granted shall expire June 1. See story this issue. Decision April 14.

Worcester Mass. — Announced decision to deny application of Worcester Bcstg. Co., new station on 970 kc, 1 kw fulltime, directional. Decision April 17.

KPBS Portland, Ore. — Announced decision to grant application of Benson Polytechnic School to increase hours of operation from between 10:30 a.m. and 6:30 p.m. to between 10:00 a.m. and 10:00 p.m. daily PST, Mon. thru Fri. and increase power from 100 w to 250 w on 1450 kc. Denied application of Hugh Francis McKee for new station on 1450 kc, 250 w sharing time with KBPS and hours formerly allotted to KXL on that frequency. Decision April 17.

INITIAL DECISIONS

Belvedere Bcstg. Corp., Baltimore, Md.—Examiner Jack P. Blume issued initial decision to deny application of Belvedere Bcstg. Corp., for new station at Baltimore on 1400 kc, 250 w unlimited [BROADCASTING, April 17]. Decision April 11.

George E. Cameron and Kenyon Brown, Tulsa, Okla.—Examiner J. D. Bond issued initial decision to grant application of George E. Cameron for new station on 1340 kc, 250 w unlimited and to deny application of Kenyon Brown for same facilities at Tulsa [BROADCASTING, April 17]. Decision April 10.

OPINIONS AND ORDERS

WHIO Dayton, Ohio—By memorandum opinion and order denied petition of WHIO to reconsider action of Sept. 15, 1949, which granted application of Logan Bcstg. Corp., a new station at Logan, W. Va., on 1290 kc, 5 kw day, 1 kw night DA-1. Petitioner is unable to show nature and extent of any interference that may be caused inasmuch as such interference is merely asserted as a possibility. Order April 13.

WBUT Butler, Pa.—By memorandum opinion and order granted WBUT license for new station and denied petition of Butler Bcstg. Co. (WISR) which requested that license not be granted except on condition that WBUT satisfactorily adjust all legimitate complaints of image interference to reception at WISR. In view of fact that image interference does not come under Commission's Standards of Good Engineering Practice. The Commission is of the opinion that entire burden of satisfying image interference complaints should not be laid upon WBUT and should not be made a condition of the grant. Order April 13.

WKLO and WINN Louisville, Ky.— By memorandum opinion and order (1) granted petition of WKLO for additional time to reply to WINN petition asking FCC to reopen record in proceeding which resulted in grant for WKLO and requesting that WKLO be required to file license renewal application; (2) dismissed WINN petition insofar as it asks reopening of record or further hearing and denied petition insofar as it asks that WKLO file renewal bid. WINN contended WKLO's affiliation with ABC precluded it from rendering its proposed non-network local service and for which it received grant in competitive case with WINN. FCC said the possible network affiliation question had been considered fully in making its decision. Order April 13.

FCC Actions

(Continued from page 91)

Decisions Cont.:

CP for extension of completion date to 6-7-50 (cond.).

April 18 Applications . . .

ACCEPTED FOR FILING

License for CP

KFRD Rosenberg, Tex.—License for CP AM station to increase power.

KREW Sunnyside, Wash.—License for CP new AM station.

AM—1300 kc

WGKV Charleston, W. Va.—CP AM station to change from 1490 kc 250 w unl. to 1300 kc 1 kw unl. DA-DN.

Modification of CP

WJFR Caguas, P. R.—Mod. CP new AM station for extension of completion date.

KVAS Astoria, Ore.—Mod. CP new AM station to change from 1050 kc to 1240 kc and change hours of operation from daytime to unl.

Mod. CP new FM station for extension of completion date: KTRH-FM Houston; WWVA-FM Wheeling, W. Va.

KTRH-FM Houston—Mod. CP new FM station to change ERP to 32.3 kw, ant. to 470 ft.

WLBR-FM Lebanon, Pa.—CP FM station to change ERP to 720 w.

TENDERED FOR FILING

AM—680 kc

WINR Binghamton, N. Y.—CP to change from 1490 kc 250 w unl. to 680 kc 1 kw-D 500 w-N DA-DN.

APPLICATION DISMISSED

Essie Binkley West, Burbank, Calif.—DISMISSED April 18 application for new AM station 1490 kc 250 w unl.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO APRIL 18

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,119	2,089	185		304	268
FM Stations	710	493	275	3	22	13
TV Stations	103	36	73		350	182

* Two on the air.

* * *

CALL ASSIGNMENTS: KIHR Hood River, Ore. (Oregon-Washington Broadcasters, 1340 kc, 250 w unlimited); KJBC Midland, Tex. (Jack Cecil, 1150 kc 1 kw day); KZIP Alamo Heights, Tex. (Metropolitan Broadcasting Co., 1240 kc, 250 w unlimited); WARA Attleboro, Mass. changed from WIRD (Jackson Associates Inc.); WHOU Houlton, Me. (Northland Broadcasting Co., 1400 kc, 250 w unlimited); WLIL Lenoir City, Tenn. (Arthur Wilkerson Lumber Co., 730 kc 500 w day); WMAI Houlton, Me. (Aroostook Broadcasting Corp., 1340 kc, 250 w unlimited); WTIL Mayaguez, P. R. (Mayaguez Radio Corp., 1300 kc, 1 kw unlimited).

* * *

Non-Docket Actions . . .

AM GRANTS

Reno Nev.—Chet L. Gonce granted new AM station 1230 kc, 250 w fulltime; estimated construction cost: $4,500. Mr. Gonce originally owned KXXL Reno which he sold in 1947 to Byron J. Samuel and associates. Facilities granted are same as those vacated by KXXL and low construction cost is based on fact that equipment from KXXL will be used. Granted April 13.

Boone, N. C.—Wilkes Bcstg. Co., granted new AM station 1450 kc, 250 w fulltime. Estimated construction cost: $9,532. Wilkes Bcstg. Co., is licensee of WKBC North Wilkesboro, N. C. Doris B. Brown, president of company is also ⅓ owner WASL Annapolis, Md. Granted April 13.

Fort Stockton, Tex.—Fort Stockton Bcstg. Co., granted new AM station 860 kc, 250 w daytime. Estimated construction cost: $10,175. Co-partnership includes: V. T. and R. W. Anderson, owners Anderson Music Co., Big Spring, Tex., and each 25 5/6% owner of Big State Bcstg. Co., proposed purchaser of KTXC Big Spring; Leonard R. Lyon 100% owner KTXC and 33⅓% owner Big State Bcstg.; George T. and Clyde E. Thomas, attorneys and each 7.5% owner Big Spring Bcstg. Granted April 13.

Uniontown, Pa.—Uniontown Newspapers Inc., granted new AM station on 1300 kc, 1 kw day. Estimated construction cost: $15,850. Uniontown Newspapers Inc., is licensee WNIQ (FM) in that city. Granted April 13.

Raymond, Wash. — Pacific Bcstg. Corp., granted new AM station on 1340 kc, 250 w unlimited; estimated construction cost $7,300. Principals include: Joe Chytil, manager KELA Centralia, Wash., president 35%; Mabel A. Gwinn, secty-treas. and 50% owner KELA, vice president 25%; Marion Oliver McCaw, wife of J. Elroy McCaw who has 50% interest in KELA, 25%; Schuyler C. Hill, KELA traffic manager, secretary 15%; William Tilton, radio accountant, treasurer. Granted April 13.

Summerville, Ga.—Tri-State Bcstg. Co., granted new AM station on 950 kc, 1 kw daytime. Principals include: E. C. Pesterfield, retail clothier, president 50% and William B. Farrar, manager of remote studios at Summerville of WLAQ Rome, Ga., and insurance and real estate business, secretary-treasurer 50%. Granted April 13.

Blackfoot, Ida. — Blackfoot Bcstg. Co., granted new AM station on 1490 kc, 250 w unlimited. William I. Palmer sole owner has been with the Bureau of Reclamation since 1934. Granted April 13.

KREM Spokane, Wash. — Cole L. Wylie granted switch in facilities from 1340 kc 250 w to 970 kc 1 kw, cond. Granted April 13.

KIEM Eureka, Calif. — Redwood Bcstg. Co., granted increase in power from 1 kw to 5 kw directional night on 1480 kc. Granted April 13.

FM GRANTS

Palatka, Fla.—Palatka Bcstg. Co. granted new Class A FM station, Ch. 292 (98.3 mc), ERP 420 w, ant. 230 ft. Palatka Bcstg. Co., is licensee AM outlet WWPF that city. Granted April 13.

Richland, Wash. — Yakima Bcstg. Corp., granted new Class A FM station, Ch. 280 (103.9 mc), ERP 580 w, ant. 180 ft. Corporation is licensee AM station KALE Yakima. Granted April 13.

Laurinburg, N. C.—Scotland Bcstg. Co., granted new Class B FM station, Ch. 243 (96.5 mc), ERP 8.8 kw, ant. 60 ft. Scotland Bcstg. is licensee AM outlet WEWO Laurinburg. Granted April 13.

Baltimore, Md.—Hearst Radio Inc. granted new Class B FM station Ch. 238 (95.5 mc) ERP 20 kw, ant. 500 ft. Hearst Radio Inc., is licensee of AM outlet WBAL there. Granted April 13.

Baltimore, Md.—Tower Realty Co. granted new Class B FM station Ch. 294 (106.7 mc), 20 kw, ant. 390 ft. Granted April 13.

Baltimore, Md.—Radio-Television of Baltimore Inc. granted new Class B FM station on Ch. 222 (92.3 mc), 3 kw, ant. 500 ft.

Following were granted new Class B FM stations in the Los Angeles area:

Beverly Hills—Don C. Martin tr/as School of Radio Arts. Ch. 292 (106.3 mc), 1 kw, ant. —105 ft. Granted April 13.

Inglewood—William H. Haupt, Ch. 288 (105.5 mc), 750 w, ant. 280 ft. Granted April 13.

Inglewood—Centinela Valley Bcstg. Ch. 224 (92.7 mc), 380 w, ant. 380 ft. eng. cond. Granted April 13.

Santa Monica—KOWL Inc., Ch. 224 (94.3 mc), 1 kw, ant. —34 ft. KOWL Inc. is licensee KOWL AM outlet Santa Monica. Granted April 13.

Long Beach—Nichols & Warinner Inc., Ch. 272 (102.3 mc), 1 kw, ant. 1,020 ft., eng. cond. Nichols & Warinner is licensee KFOX AM outlet there. Granted April 13.

Alhambra—Alhambra Bcstrs. Inc. Ch. 296 (107.1 mc) 370 w, ant. —70 ft. Granted April 13.

Temple City—Angelus Bcstg. Co. Ch. 280 (103.9 mc), 340 w, ant. —50 ft. Granted April 13.

Whittier — Whittier Bcstg. Co. Ch. 240 (95.9 mc), 100 w, ant. 580 ft. Granted April 13.

Los Angeles—Maranatha Bcstg. Co. granted new Class B FM station, Ch. 262 (100.3 mc), 72 kw. ant. 1,180 ft. Previously held conditional grant. Granted April 13.

Glendale, Calif.—Robert P. Adams granted new Class B FM station, Ch. 270 (101.9 mc), 9.9 kw, ant. 630 ft. Granted April 13.

TRANSFER GRANTS

WPAM Pottsville, Pa.—Granted acquisition of control in Miners Bcstg. Service Inc., licensee, by Joseph L. and John T. Maguire through purchase of stock owned by P. J. McCall, Evan Evans and James J. Curran. Consideration is $54,000 for 428 3/7 sh. The Maguires are original officers and stockholders in WPAM. WPAM is assigned 250 w on 1450 kc. Granted April 18.

KSTA Coleman, Tex.—Granted assignment of license of Coleman County Bcstg. Co., licensee, from Charles L. South, H. H. Jackson, Alton Stewart and Ross Bohannon a partnership to new corporation of same name and ownership with addition of Billy B. Beach, oil dealer, who buys half of Mr. South's 40% interest for $9,000. KSTA is assigned 250 w day on 1490

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kc. Granted April 13.

KSUM Fairmont, Minn.—Granted acquisition of control in Fairmont Bcstg. Co., permittee, by Leo J. Seifert through purchase of 20 sh. of stock from each Charles Potter, George Wilson, Harold Westby and L. C. Meyer. Mr. Seifert pays a total of $8,000 for shares which bring his total interest in corporation to 56.7%. KSUM is assigned 1 kw fulltime on 1370 kc. Granted April 13.

KRKL Kirkland, Wash.—Granted assignment of license from F. L. Thornhill tr/as East Side Bcstg. Co. to W. A. Channess and L. W. Ostrander a partnership db/as East Side Bcstg. Co. Consideration is $52,500. Mr. Channess is Signal Oil Co., distributor and Mr. Ostrander is an attorney. KRKL is assigned 250 w day on 1050 kc. Granted April 13.

KIWW San Antonio, Tex.—Granted assignment of license from Joe Oliveras, Manuel Leal, and L. E. Richards d/b as The Good Neighbor Bcstg. Co. to a corporation of same name and same interests as existing partnership. No monetary consideration. KIWW is assigned 1540 kc, 250 w day. Granted April 18.

WKNY Kingston, N. Y.—Granted assignment of license from Kingston Bcstg. Corp., licensee, to newly formed corporation Monadnock Radio Foundation Inc. Principals in Monadnock Radio own WKNE Keene, N. H., and wish to extend their radio interests. Purchase price of WKNY is $80,010. Joseph J. Close is president of Monadnock. WKNY is assigned 250 w fulltime on 1490 kc. Granted April 13.

WABG Greenwood, Miss.—Granted assignment of CP from Cy N. Bahakel and John C. Love d/b as Greenwood Bcstg. Co. to Cy N. Bahakel. Mr. Love wishes to dissolve partnership and sells his interest for $1,000. WABG is assigned 1 kw day on 960 kc. Granted April 13.

KAFP Petaluma, Calif.—Granted assment of CP from Howard R. Elvey, Forrest W. Hughes, Raymond W. Mort, Harold A. Sparks and John E. Striker d/b as Petaluma Bcstrs. to Forrest Hughes, Harold A. Sparks and Vernon Sparks. No monetary consideration. Granted April 13.

WCAP-AM-FM Asbury Park, N. J.—Granted assignment of license from Radio Industries Bcstg. Co., licensee, to Asbury Park Press Inc., for $75,200. Asbury Park Press Inc., is licensee of WJLK (FM) Asbury Park. WJLK and WCAP will be combined under the WJLK call letters and WCAP-FM will be dropped. WCAP is assigned 1310 kc, 250 w unlimited. (See story Broadcasting Feb. 13, p. 24). Granted April 13.

KVON Napa, Calif.—Granted transfer of control in Napa Bcstg. Co., licensee from Elwyn F. and W. S. Quinn, Robert L. O'Brien, Grant Pollock, Lewis McCov and John Chadwick to Luther E. Gibson for $15,000. Mr. Gibson's business interests include ownership of Gibson Publications, 50% owner Benicia Herald, ⅓ owner Vallejo Steam Laundry. He is also owner of KHUB AM outlet Watsonville, Calif. KVON operates with 500 w fulltime on 1440 kc. Granted April 13.

WCPM Middlesboro, Ky.—Granted transfer of control in Tri-State Bcstg. Co., licensee, to A. G. Barton, J. H. Brooks, C. K. Brosheer, R. L. Kincaid and U. G. Brummett for $50,175. Transferees are owners of WMIK Middlesboro and surrender that license contingent on this grant. WCPM is assigned 560 kc, 500 w day. Granted April 13.

KWNO - AM - FM Winona, Minn. — Granted assignment of license of Winona Radio Service, licensee, from Maxwell White and Hermann R. Wiecking to Mr. White for $165,775. KWNO operates with 250 w fulltime on 1230 kc. Granted April 13.

KBYR Anchorage, Alaska—Granted assignment of license of Aleutian Bcstrs., licensee, from Keith Capper to Paul Allen Odlaug, receiver named by Third District Court at Mr. Capper's request. Station is part of Keith Capper Enterprises which was voluntarily placed in receivership July 11 to protect assets of organization, application stated, explaining that primarily action had been initiated against Mr. Capper's theatre-restaurant. KBYR is assigned 1240 kc, 250 w fulltime. Granted April 13.

KROX Crookston, Minn.—Granted relinquishment of control of licensee, Crookston Bcstg. Co., by D. A. McKenzie, whose 50.14% holdings are reduced to 38.89% through issuance of new stock to stockholders to increase total outstanding stock from 1,673 sh. to 4,500 sh. Original plan was that all would participate in station on same basis. KROX is assigned 1 kw day on 1050 kc. Granted April 13.

KYA San Francisco—Granted transfer of control of licensee, Palo Alto

HEAD TABLE at April 14 session of NAB Engineering Conference (l to r): Top photo— Cyril M. Braum, FCC; K. W. Pyle, KFBI Wichita; Edward W. Chapin, FCC; O. B. Hanson, NBC; Justin Miller, NAB; Neal McNaughten, NAB; A. James Ebel, WMBD Peoria.

Bottom photo—G. Emerson Markham, NAB; John V. L. Hogan, Hogan Labs.; John H. DeWitt Jr., WSM Nashville; Frank Marx, ABC; Edward W. Allen, FCC; Charles E. Schooley, AT&T; George Adair, Washington radio engineering consultant.

Radio Station Inc., from Dorothy Schiff to J. Elroy McCaw and John Keating. Mrs. Schiff sells total holdings of 10,403 sh. of stock for $155,000 plus. Mr. McCaw is 50% owner KPOA Honolulu, 21.5% owner KLZ Denver, 33⅓% interest in each KALE Richland and KYAK Yakima and 50⅓% interest in KELA Centralia, all Wash. Mr. Keating is 50% owner KPOA and both own 50% interest in recent grant for Hawaiian Islands. KYA operates with 5 kw day, 1 kw night on 1260 kc. Granted April 13.

WWNS Statesboro, Ga.—Granted assignment of license from Alfred Dorman, individual, to Statesboro Bcstg. Co. for $27,500. New partnership includes Robert H. Thompson Sr., owner T&S Pub. Co., Cordele, Ga. (advertising), 50%; Virginia Price Bowen, principal stockholder and president Telectronics Inc., Waycross, Ga. 50%. Mr. Dorman withdraws to devote time to other business interests. WWNS is assigned 250 w fulltime on 1490 kc. Granted April 13.

WDXB Chattanooga, Tenn.—Granted assignment of license from Joe V. Williams Jr. to WDXB Inc. Mr. Williams will devote his time to his law practice and sells for $50,000. Principals in WDXB Inc., include Joseph Bloom, who with his wife is owner of Forjoe & Co., president 50%; David Cohen, vice president and ½ owner Cohen Bros. real estate holdings, vice president 50% and Charles Gullickson, secretary. WDXB is assigned 250 w fulltime on 1490 kc. Granted April 13.

KOFO Ottawa, Kan.—Granted assignment of license from Robert S. Wheeler Jr., Betty Lou Wheeler, Donald H. Causey, James N. Jobes and Loren C. Watkins in Ottawa Bcstg. Co., licensee, to James N. Jobes, Herbert M. Jobes and Bernard R. Hawley for $2,073. James Jobes is program director and engineer at KHOZ Harrison, Ark., and will hold 41⅔% interest; Herbert M. Jobes, is engaged in farming and holds 41⅔%; Bernard Hawley, presently station manager of KOFO, holds 16⅔%. KOFO operates with 250 w day on 1220 kc. Granted April 13.

Deletions . . .

SIX FM authorizations and two AM were reported deleted during past two weeks by FCC. Deletions since Jan. 1 total: AM 17; FM 37; TV 2.

KGMI Denver, Col.—Gifford Phillips. CP Apr. 6. Request of applicant.

WKIN Kittanning, Pa.—WKIN Inc. License March 31. Request of licensee.

WEWS-FM Cleveland — Scripps-Howard Radio Inc. License March 25. Request of licensee.

WXKW-FM Albany, N. Y.—Champlain Valley Bcstg. Corp. CP March 10. Request of applicant.

WIKH Shaker Heights, Ohio—Science Education Foundation Inc. CP Apr. 11. Cannot meet conditions of extension.

WSAU-FM Wausau, Wis.—The Journal Co. License. See story BROADCASTING April 3.

WTMJ-FM Milwaukee, Wis. — The Milwaukee Journal. License. See story BROADCASTING April 3.

WXLW-FM Indianapolis, Ind.—Radio Indianapolis Inc. License April 14. Request of attorney.

New Applications . . .

AM APPLICATIONS

North Bend, Ore.—Bartley T. Sims, 1340 kc, 250 w unlimited. Estimated construction cost: $17,760. Mr. Sims was owner KWJB Globe, Ariz., from 1938 to 1948. He is presently CP holder for KUKI Ukiah, Calif. Filed April 10.

West Frankfort, Ill.—Pyramid Radio Bcstg. & Television Co. Inc., 800 kc 1 kw day. Estimated construction cost: $38,730. Principals in corporation include: George R. Lockard, cashier and president Bank of W. Frankfort, 2%; Eddie Griffin, owner retail grocery business, 10%; G. W. Lambert, dentist, 10%; L. Goebel Patton, superintendent of schools W. Frankfort, 10% Leonard J. Dunn, general law practice, 3%; Sam Martin, general manager Lane Chevrolet Co., 10%; I. A. Palmer, 5%; William Glodick, 50% owner Glodick Motors & Sales, 10% J. R. Minton, real estate and appliance business, 20%; E. J. Paxton, manager WKYB and vice president Paducah Newspapers Inc., 20%. Paducah Newspapers Inc., is licensee of WKYB Paducah, Ky. Filed April 11.

Birmingham, Ala.—Harold Ritchie McBride, 1320 kc, 1 kw daytime. Estimated cost of construction: $19,500. Mr. McBride's business interests include partnership Johns & McBride Engineering Service, sole owner Rock Wool Insul. Co. and Aluminum Co. Filed April 13.

Georgetown, Del.—Rollins Bcstg. Co., 900 kc 1 kw daytime. Resubmitted April 17.

Sumter, S. C.—Radio Sumter, 1240 kc, 250 w unlimited. Estimated construction cost: $11,560.36. Principals in Radio Sumter include: J. A. Gallimore, 50% owner WSNW Seneca, S. C. 50% and Dr. Hugh H. Wells, owner ½ the stock in The Medical Clinic, Sumter, 50%. Filed April 17.

Sturgis, Mich.—Earle H. and Charlene Bronson Munn Jr., 1460 kc, 500 w daytime. Mr. Munn is chief engineer and station director WTVB Coldwater, Mich. Mrs. Munn is in charge of the office of Munn Art Studio, mfg. Estimated cost $12,000. Filed April 18.

Clifton Forge, Va.—Clifton Forge Bcstg. Corp., 1230 kc, 250 w unlimited. Estimated construction cost: $20,694. Principals include: G. R. Stevens, dentist, president 27.27%; J. C. Goodwin, lawyer, vice president 22.72%; E. A. Schellhous, professional singer and entertainer, secty.-treas. 19.09%; E. T. Nicely, Nicely Bros. Ford sales and service, 3.60%; James B. Racey, real estate and insurance business, director 1.80%. There are 24 minor stockholders. Filed April 18.

New Orleans, La.—Jules J. Paglin, 790 kc, 500 w daytime. Estimated cost of construction $27,000. Mr. Paglin, sole owner is a sales consultant and president and 50% owner Sam Bonart Uniforms Inc. Until recently he held 4% interest WJMR New Orleans. Filed April 12.

Memphis, Tex.—Dalrad Associates, 1260 kc, 500 w daytime. Estimated cost of construction: $18,305. Principals include Ed Bishop, sole owner Bishop Office Supply Co., and 50% owner KXIT Dalhart, Tex., 51%; Baird Bishop, owner Bishop Pharmacy, Floydada, Tex., 50% owner KXIT, 49%. Filed April 12.

TV APPLICATION

Augusta, Ga. — Georgia-Carolina Bcstg. Co., Ch. 6 (82-88 mc) ERP 1.8 kw vis., .9 kw aur. ant. height above terrain 459 ft. Estimated construction cost: $103,000, estimated revenue $70,000. Augusta-Carolina is licensee of WJBF AM outlet that city. Filed April 17.

TRANSFER REQUESTS

WKIX Columbia, S. C.—Transfer of control of Inter-City Advertising Co. of Columbia, licensee, from George W. Dowdy, J. Horton Doughton, B. T. Whitmire and Harold H. Thoms to Maresco Corp. for $100,000. Principals in Maresco include: Charles Wallace Martin, sales manager WIS Columbia, president and treasurer 25%; John Cain Cosby, adjunct professor of electrical engineering, vice president 25%; Edwin G. Seibels II, director of news and special events WIS, secretary 25%; Gedding H. Crawford, 66⅔% C. H. Crawford Co., stocks and bonds; James Wesley Hunt, 50% partner J. W. Hunt Co. (accountants), 3.125%; Frank B. Gary, Cooper & Gary, general law practice, 3.125%; Paul A. Cooper, 50% Cooper & Gary; Albert R. Heyward, 66⅔% owner plumbing and heating company, 3.125%; Joseph L. Nettles, attorney, 3.125% and Thomas B. Boyle, president and 75% owner general insurance company, 3.125%. WKIX is assigned 1 kw day, 500 w night on 1320 kc. Filed March 24.

KTXN Austin, Tex.—Transfer of control of Radio KTXN Inc., licensee, from present stockholders to Edward C. James for consideration of $2,758.95. Mr. James is owner of Consolidated Venetian Blind Co. Inc., Houston and owner of Eagle Rock Ranch. His radio interests include 67.25% KCNY San Marcos. KTXN is assigned 1 kw day on 1370 kc. Filed March 29.

WORA Mayaguez, P. R.—Transfer of 160 shares of stock in Radio Americas Corp., licensee, from Mrs. Josefa B. Vda. De Ramirez Arellano to Mr. Alfredo R. de Arellano Jr., her son, for a consideration of $5,000. WORA is assigned 1 kw unlimited on 1150 kc. Filed April 6.

WKAM Warsaw, Ind.—Transfer of 474 sh. in Kosciusko Bcstg. Co., licensee, from Virgil A. McCleary, B. J. Anderson, J. R. Boice and Wallace T. Millet to J. W. Autenrieth Sr., for $11,850. Josiah Autenrieth Jr., one of original stockholders, retains 45%. 7.6% of stock is unissued. WKAM operates with 250 w day on 1220 kc. Filed March 30.

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At Deadline...

CBS TEST POSSIBLE ON RCA TRI-COLOR TUBE

POSSIBILITY that RCA's new single tri-color kinescope may be tested soon in CBS' field sequential color TV system appeared Thursday during further cross-examination of Dr. Peter Goldmark by FCC Comr. Robert F. Jones in Commission's color TV hearing. (See early story page 69). The CBS system inventor told Comr. Jones it would take "about two weeks" to arrange for showing of RCA's tube with his system, if such tube were made available.

Dr. Dean B. Judd, Bureau of Standards color expert, told FCC he had seen picture on an RCA color set, being tested for Senate Interstate and Foreign Commerce Committee's Condon Committee on color TV, and that it was equal in color fidelity to any CBS pictures he had seen. He said he found CBS color rendition was "uniformly good" while RCA's and CTI's have been "occasionally good and occasionally bad." He said color fidelity of RCA and CBS systems are being compared by Condon Committee but he wasn't authorized to release data. He indicated results may be available about May 15. Dr. Judd said he found CBS' "crispening" circuit caused "slight to appreciable" improvement to appear optically in that system.

Dr. Goldmark, in answer to further cross-examination by RCA Counsel John T. Cahill, asserted public would prefer color disc to no color TV at all. He indicated data on CBS crispening circuits had not been supplied to industry since technique was still being refined, but all necessary information would be given on record. Further hearing Tuesday is to be devoted to cross examination of Dr. Allen B. DuMont and Dr. Thomas T. Goldsmith, DuMont Labs. research director.

CBS gave FCC data on patent elements of its system and total licensing fees which may be payable by manufacturer of combination standard monochrome and CBS color receiver, assuming licenses from RCA, Hazeltine and CBS. RCA fee was said to be about 1⅛% of retail set price, Hazeltine's 0.5%. CBS fee was quoted at 25¢ on sets retailing less than $100; 50¢ for $100-180; 75¢ for $180-250 and $1 for $250 or more. Alternative option for CBS is 0.33% of retail price.

SAG-TVA BATTLE LOOMS FOLLOWING 4 A BOARD MOVE

JURISDICTIONAL dispute loomed Thursday after international board of Associated Actors and Artistes of America, parent body of all actors' unions, voted to vest control over video performers in Television Authority. Action expected to set off warfare with screen guilds.

Following 4 A's green light to TVA, Screen Actors Guild issued statement, describing action as "authorizing jurisdictional war against SAG and Screen Extras Guild." SAG said it would ignore 4 A's directive. Both film guilds are members of 4 A's but are outnumbered on board. Officials believe issues may be resolved in court. SAG scheduled to consider such recourse at Hollywood board meeting today (April 24).

ST. LOUIS TV BID

PARK PLAZA HOTEL, St. Louis, has applied for new commercial TV station there, FCC reported Thursday. Facilities sought are Channel 7 (174-180 mc) with ERP of 48.6 kw visual, 24.3 kw aural, and antenna height 509 ft. above average terrain. Park Plaza is one of Koplar family group. Transmitter would be atop 35-story hotel with station proposing to draw upon extensive entertainment activities and talent featured at hotel.

FCC BEGINS HEARINGS ON 'UNIFORM POLICY' TODAY

SIXTEEN licensees, applicants, and other radio groups to participate in FCC's "uniform policy" hearing scheduled today (Monday), corrected schedule showed Thursday. Question involves establishment of uniform FCC policy with respect to non-radio law violations by broadcast applicants, with participants expected to put most emphasis on question of anti-trust violations. Most feel case-to-case approach is better than any "uniform policy" [BROADCASTING, April 17].

FCC said participants would be heard in following order, each attorney to have 20 minutes maximum (attorneys listed in parentheses):

Allen B. DuMont Labs (Roberts & McInnis); CBS (James H. Neu); WMGM New York and KMGM Los Angeles; (Bingham, Porter & Booth); NAB (Petty, Wasilewski, and Farr); Paramount Pictures Corp. and Paramount Television Productions (Arnold, Fortas & Porter); WPTR Albany (Leonard H. Marks); 20th Century-Fox Film Corp. (Welch, Mott & Morgan); United Paramount Theatres (Hogan & Hartson); KFWB Los Angeles (Fisher, Wayland, Duvall & Southmayd); Westinghouse Radio Stations (John W. Steen); Yankee Network, WKY Oklahoma City, KOB Albuquerque, KGLO Mason City, Iowa, and WTAD Quincy, Ill. (Pierson & Ball).

TV NEEDS EDUCATORS, HENNOCK TELLS SCHOOLMEN

EDUCATORS "must get in television at the beginning and . . . stay in it," FCC Comr. Frieda Hennock asserted in special *Meet the Press* presentation Thursday at 37th annual Schoolmen's Week observance at U. of Pennsylvania, Philadephia.

"Education once sold its broadcasting birthright for a mess of pottage," she said. "You can't let that happen again!"

Warning that proposed UHF band may be television's last space in spectrum, she said "education must make itself heard now or risk forever having to hold its peace. . . . Education has the choice of now sitting down to the first course of a sumptuous repast, or later coming in as a beggar for its crumbs."

GRANT FOR NEW STATION PROPOSED

INITIAL DECISION recommending grant of new station on 1010 kc with 250 w daytime at Marlin, Tex., to Falls County Public Service, reported by FCC Thursday. Proposed grantee is partnership of Virgil H. Gage, radio information specialist, Veterans Adm. Hospital, Waco, and W. L. Pennington, Texas State Highway Dept. engineer.

Hearing Examiner J. D. Bond ruled question of possible use of 1010 kc by KWBU Houston in effect moot since KWBU is now operating on 1030 kc under special service authorization and seeks permanent assignment on latter frequency. KWBU earlier had been granted permit for 1010 kc at Corpus Christi. Examiner said even if 1010 kc were used by KWBU, minor resulting mutual interference should not preclude grant of first local service to Marlin.

FTC STRIKES STATEMENTS

STATEMENT of Bristol-Myers Co. that Federal Trade Commission was "predisposed" to issue cease-and-desist order against anti-histamine products "because it feels that failure . . . to do so will result in severe criticism of it and possible adverse action against it by various persons, organizations and groups" was ordered stricken from record by commission last Thursday. Statement was contained in answer to FTC complaint against Bristol-Myers' Resistab (cold drug) [BROADCASTING, March 27].

Closed Circuit

(Continued from page 4)

rights, though officially "suspended" when baseball lifted some of its restrictions, has been quietly resumed, on basis of recent complaints. One complaint deals with differential some major league clubs have established in their charges. Example: Chicago Cubs reportedly asked $50-per-game for rights to broadcast their games on stations more than 50 miles from minor league club, but $750 per game if station was within 50-mile radius.

ANNUAL radio-television festival based on all-network and all-station hookup to be proposed to NAB board by Bob Richards, public affairs director. Extravaganza would include community-level observances as feature of Radio Week, and designed to show people benefits of American radio system.

TEXAS is buzzing with reports that former Sen. W. Lee O'Daniel will run again this summer for governor following withdrawal of major candidate. "Pappy" O'Daniel's comments had folks guessing. If he runs, he's expected to revert to hillbilly musical campaign which first carried him from radio into politics.

STANDARD OIL of New Jersey, New York, through Marschalk & Pratt, sponsoring *Voices and Events*, NBC sustaining network show in Elmira, N. Y., only on 13 week test.

FCC STAFF study of transit radio, once "completed" and submitted to top staff officials, reportedly is now back in FM law section for further work, including incorporation of data requested from transit FM broadcasters on (1) contracts, and (2) program logs and pertinent brochures and press releases. As originally submitted, report is understood to have questioned whether transit-, store-, and factory-casting, etc., are strictly "broadcasting" and whether such specialized programming is in public interest.

INCREASED interest of Charles R. Denny, NBC executive vice president, in supervision of radio program department suggests network may not be in haste to fill chief program job vacant since transfer of Thomas McCray to West Coast. Mr. Denny has taken charge of programming, in addition to acting as pro-tem chief of radio network.

EXHAUSTIVE study of buying habits in some 1,700 homes, showing sales impact of television advertising, will be unveiled in few weeks by NBC-TV. Study will be basis of full-dress sales presentation.

AUTOGRAPH Souvenir Baseballs, New York, through Huber Hoge & Sons, New York, looking for availabilities of five minutes before and after baseball broadcasts and 15-minute sport shows in as many markets as obtainable. Campaign will start April 24 in some markets.

ANDERSON JOINS SSC&B

G. WILLIAMS ANDERSON Jr., formerly account executive with Cecil & Presbrey, New York, joins Sullivan, Stauffer, Colwell & Bayles in similar capacity. Mr. Anderson previously served with Foote, Cone & Belding on Lucky Strike and Toni Home Permanent accounts, and with CBS.

FRITZ JOINS AGENCY

EDWARD C. FRITZ Jr., former account executive-salesman at WBBM Chicago, joins W. E. Long Co., Chicago agency and management consulting firm, as radio-television director. He will develop radio-TV business for agency's wholesale bakery clients, six of which currently use radio or television.

XUM

Why WCAO is a better buy in Baltimore--

★ The greatest audience in WCAO history.

★ All programs transmitted simultaneously by WCAO-FM... extra coverage at no extra cost.

★ Full Basic CBS network programming.

★ No rate increase since 1946.

★ 28 years of broadcasting service to Maryland.

★ Local promotion of your show.

WCAO

"The Voice of Baltimore"

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER